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ABSTRACT

To assist the Governor's Task Force to study library services in Maine, Arthur D. Little, Inc. was retained to identify the attitudes of the general public toward libraries and how these attitudes affect library use. A series of four panel discussions was conducted; a survey of the general public was made; data was orally presented; and a workshop session with the Task Force was held to aid them in drawing action-oriented alternatives based on the findings. The twenty-six communities surveyed represent four categories: (1) those over 10,000 population, (2) those between 2,500 and 10,000 population, (3) those under 2,500 population, and (4) those served by bookmobile. Two scales were generated: an attitude scale and a readership scale. Librarians in each community surveyed were sent a brief questionnaire so that the respondents' replies could be compared to those of the librarians. Appendix B contains a sample of each questionnaire used. The tables and materials presented orally on August 6 were the highlights from the data generated in the survey and are included in this report in expanded form. The body of this report focuses exclusively on the survey data, and is organized in five sections: Backgrounds, Methodology, Conclusions, Implications, and Summary of Findings. (Author/NH)

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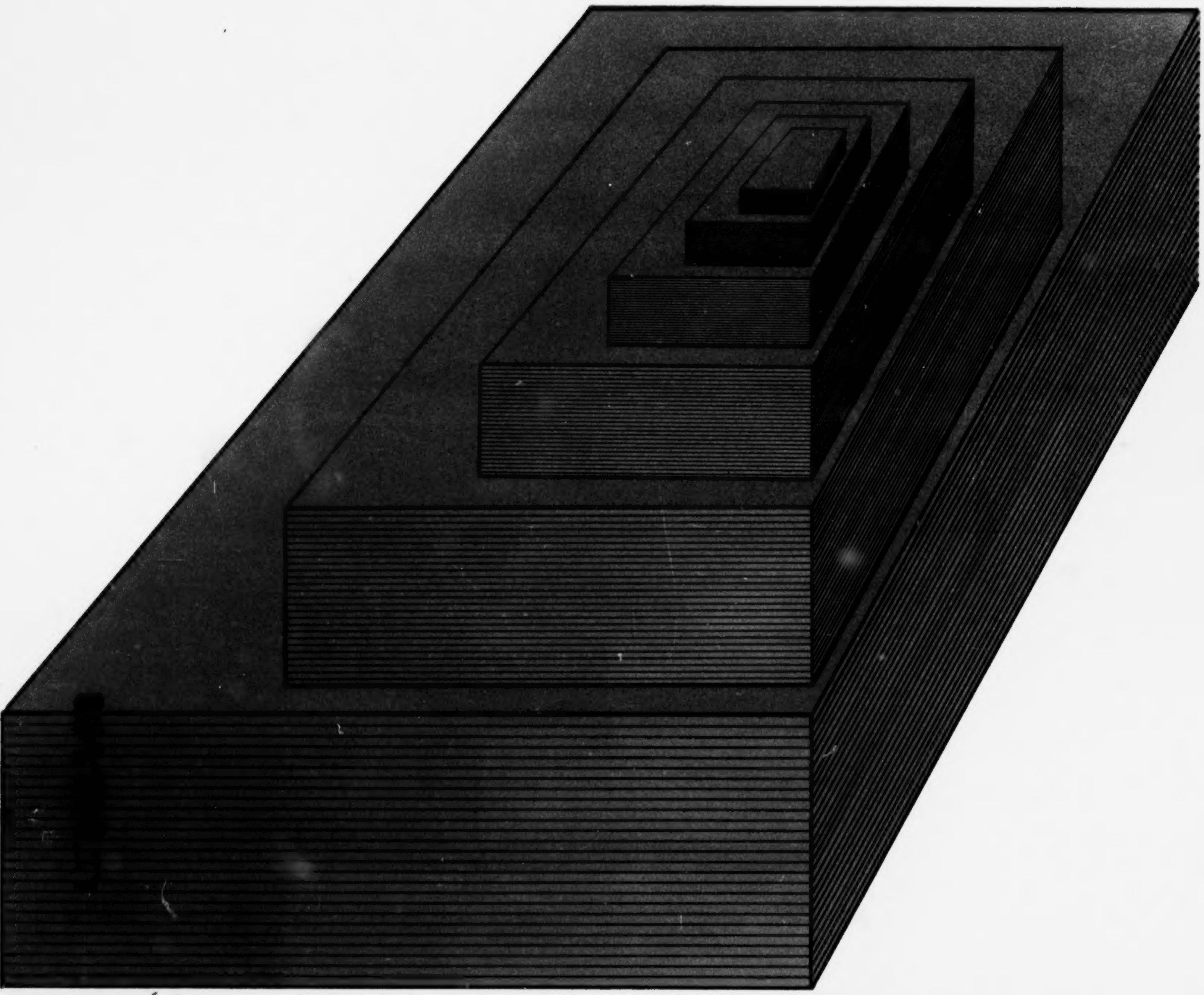

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THE ROLE OF THE PUBLIC LIBRARY IN MAINE:

Consumer Needs and Attitudes Towards Public Libraries in Maine

Report to:
The Governor's Task Force
to Study Library Services in Maine

August, 1970

C-72581

LI 002446

Arthur D. Little, Inc.

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I. BACKGROUND

Early in 1969 the Governor of Maine appointed a Task Force to Study Library Services in Maine. The Maine Library Association was one of the prime movers in the establishment of the Task Force, feeling that Maine libraries were not adequately serving the needs of Maine people; there was no comprehensive plan for improvement; no plans dealt with library coordination; and there was no spearhead to attract attention to the problem and lend support to the planned solutions. The Task Force itself is broadly representative of lay people, trustees and librarians (public, academic, school and special) across the state.

The Governor charged the Task Force to survey existing resources in libraries in Maine, determine what they ought to be, and to recommend legislative enactments and any other action necessary to achieve their goals.

To determine what Maine's existing resources are, the Task Force contracted with Arco, Inc., to survey all types of libraries, though a detailed questionnaire sent to each library in Maine. These findings were compared to the national ALA standards, giving implications as to where libraries need the most attention. Arco also conducted over 5,000 interviews in six towns to determine the incidence and frequency of library use in the population at large, as well as in the family group.

Realizing a survey of resources alone was insufficient to judge where Maine libraries ought to be, the Task Force retained Arthur D. Little, Inc., to identify the attitudes of the general public toward libraries and how these attitudes affect library use.

Our approach was to conduct a series of four panel discussions, to conduct a survey of the general public, to present the data orally, and to hold a workshop session with the Task Force which would aid them in drawing action-oriented alternatives based on our findings. Section II, Methodology, deals with our scope of work in greater detail.

II. METHODOLOGY

A. Panel Discussions

Before conducting our broad survey, we conducted four small group discussions, to learn the vocabulary of respondents regarding libraries; to test some questions; and to hypothesize variables affecting attitudes and use. See Appendix A at the end of this report for a write-up of that effort and a more detailed description of panel discussion methodology.

B. Surveys

To assist the Governor's Task Force to study library services in Maine, we have conducted and analyzed almost 1,900 interviews, with persons in twenty-six Maine communities. These respondents represent five separate groups, as follows:

1. 716 library card holders (referred to as "users") who were randomly selected from library registration files. (Interviewers talked to approximately 1,100 people to secure these interviews.)
2. 775 persons who do not presently hold a library card (referred to as "non-users") who were randomly selected from telephone directories with a targeted quota for the proportion of the following types of respondents: 50% female adults; 30% male adults; 10% female teenagers; 10% male teenagers. (Interviewers talked to approximately 2,100 people to secure these interviews.)
3. 232 library patrons (controlled circulation of questionnaires in four large libraries): Augusta, Portland, Bangor and Maine State. (280 questionnaires were sent to libraries.)
4. 76 respondents in bookmobile towns, roughly half of which were randomly selected from registration lists and half of which were randomly selected from the telephone directory. (Approximately 100 people were contacted to secure the interviews.)
5. 94 mailed questionnaires, to people known not to have phones, people using the state library frequently by mail, and people on the user list whom we were unable to contact by phone. An additional 20 came in too late to be included in our analysis. (Approximately 300 questionnaires were mailed out and about 60 were returned marked "addressee not at this address".)

The twenty-six communities surveyed represent four different categories: seven in communities having over 10,000 population; seven in communities having 2,500 to 10,000 population; seven in communities having under 2,500 population; and five in communities served by bookmobile. The communities are:

Over 10,000	2,500-10,000	Under 2,500	Bookmobile
Augusta	Bridgton	Blue Hill	Canton
Bangor	Eastport	Bowdoinham	Danforth
Biddeford	Fort Kent	Fayette	Dixmont
Caribou	Millinocket	Greenville	Etna
Portland	Orono	Islesboro	Seboeis
Presque Isle	Thomaston	Parkman	
Sanford	York	Poland	

Each of the large communities was to have approximately 50 interviews of users and 50 non-users interviews. Medium-size communities were given a quota of 35 user and 35 non-user interviews; and small towns, 25 user and 25 non-user interviews. Bookmobile towns were to have approximately 10 user and 10 non-user interviews. Those questionnaires received back in the mail counted as part of the quota (even though they are separated in the analysis).

Interviewers were college students and recent college graduates who were contracted by the hour by Arthur D. Little, Inc. We retained the same core of seven interviewers, whom we trained, throughout the study. Interviewing was conducted weekday evenings and weekends, except for cases where the respondent could only be reached or preferred to be reached, during the day. Interviews were validated by an Arthur D. Little, Inc. staff member within a week after the initial interview. Interviewers kept a tally sheet for each community, indicating on the sheet each contact made, which interviews were achieved and why a contact was not secured as an interview.

Two scales were generated: an attitude scale and a readership scale. The attitude scale was composed of positive and negative term selection as well as negative reasons given as to why the library wasn't used more often, as follows.

	Points		Points
Efficient	+1	Inefficient	-1
Easy to get to	+1	Hard to get to	-1
Well organized	+1	Confusing	-1
Pleasant	+1	Gloomy	-1
Exciting	+1	Dull	-1
Well lighted	+1	Poorly lighted	-1
Comfortable	+1	Uncomfortable	-1
Friendly	+1	Unfriendly	-1
Easy to get wants	+1	Hard to get wants	-1
Encouraging	+1	Intimidating	-1
		Restrictive	-1
		Musty	-1
		Stuffy	-1
		Inadequate collections	-1
		Not open enough hours	-1
		Parking/transportation	-1
		Other library factors	-1
TOTAL POINTS	+10		-17

Since computers are unhappy with negatives, we added a base of 20 so all responses would be positive. Anyone with a raw score of +10 or +9 was considered extra enthusiastic. A delineation of "positive" was made for those from +8 to +6. All others were considered "less pleased".

The second generated scale was a readership scale, comprised of: library use, book club membership, newspaper and magazine deliveries, as follows:

	Maximum Points
Newspaper delivery	1
Magazine delivery (1 pt./ea. up to 9)	9
Book club membership	1
Library use (less than 1/mo.=1; 1-4/mo.=2; 5+/mo.=3)	3
Other library use (1 pt./ea. one)	9

Therefore, range from 0 to 23 points.

We set up the readership scale in such a way that approximately one third of the users fell into each group. The assigned categories are as follows:

Low readership = 1-6 points
Moderate readership = 7-10 points
High readership = 11-23 points

Questionnaires were edited by a reviewer, who coded the open-ended questionnaires, then were key-punched onto IBM cards and run on the computer. One copy of the print-out will be available to the Task Force on September 14.

Librarians in each community surveyed were also sent a brief questionnaire, so that we could compare respondents' replies to those of the librarians.

A sample of each questionnaire used in the survey can be found in Appendix B.

An oral presentation of the study was given in Augusta on Thursday, August 6. The tables and materials presented at that time were the highlights from the data generated in our survey. They are included in this report in expanded form.

C. Workshop

An evening and all-day workshop was also given in Orono, at the University of Maine, on August 18 and 19. As agreed earlier, we are not writing up the workshop. We did write up an outline of questions to be resolved, however, and Appendix C is a copy of that write-up.

The body of this report focuses exclusively on the survey data and is organized in five sections: Background; Methodology; Conclusions; Implications; and Summary of Findings.

III. CONCLUSIONS

We have asked several sets of questions in our study. We asked respondents some very specific questions about their backgrounds, about their use of libraries, and about their feelings toward their library. Their responses are summarized in Part V, Summary of Findings. We also asked ourselves a set of questions, which we have listed below. We have drawn together consumer responses from Part V to give our static responses which we have labeled conclusions, to the questions. We then asked ourselves what these conclusions mean to Maine and the Task Force in terms of action. Our responses to this last question will be found in Part IV, Implications.

Throughout the survey we have sought to answer the following basic questions:

- How are libraries perceived by users and non-users?
- How are they used?
- What affects the use and perception of libraries?
- What is the role of the library in the community and what should it be?
- What do people know about their libraries?
- What competes with the library?

A. How are libraries perceived by users and non-users?

1. Attitudes toward libraries are generally favorable, particularly, among users. On our attitude scale,[1] the majority of responses among users and non-users alike were within five points of each other. Over half the users and close to one-third of both non-users and mail respondents scored either 9 or 10 points (extra enthusiastic). Moreover, a substantial number--over a third in each case--scored from 6 to 8 points (in the positive category). Of those in the less pleased category, only a few were, on balance, negative toward libraries. (See Table III-1.)

2. Libraries are seen as: easy to get to, clean, friendly, well organized, efficient, quiet, encouraging, and well lighted, by a large majority of all respondents. (See Table III-2.)

3. Libraries are not seen as particularly exciting youth oriented, or easy-going, particularly among non-users. (See Table III-3.)

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[1] See Methodology for an explanation of how the scale was constructed.

TABLE III-1

ATTITUDE TOWARD LIBRARIES

Attitude	Type of Respondent		
(minimum score = -17 maximum score = +10)	% Users (n=716)	% Non-Users (n=775)	% Mailed Quest.* (n=326)
Extremely enthusiastic (9-10 pts.)	56.1%	31.7%	32.8%
Positive (6-8)	26.3	30.2	26.6
Less pleased (-17to+3)	17.6	37.9	40.5

* 19% do not have library cards for the libraries surveyed.

TABLE III-2

MOST FREOUENTLY CHOSEN DESCRIPTIVE TERMS

Term	Users (n=716) % choosing	Non-users (n=775) % choosing	Patron (n=232) % choosing	Unreachable By Phone (n=69) % choosing
Easy to get to	96	87	83	93
Clean	95	80	82	93
Friendly	93	71	83	83
Well organized	93	70	73	70
Efficient	90	67	83	78
Quiet	90	79	76	81
Encouraging	89	67	67	70
Well Lighted	86	71	76	78

TABLE III-3

LEAST FREQUENTLY CHOSEN DESCRIPTIVE TERMS

Term	Users (n=716) % Choosg.	Non-users (n=775) % Choosg.	Patron (n=232) % Choosg.	Unreachable By Phone (n=69) % Choosg.
Exciting	46%	29%	38%	38%
Youth Oriented	61	38	31	46
Easy Going	69	45	52	59
Busy	69	56	66	54

4. There is no widely held felt need for change in the libraries. Non-users and bookmobile respondents were asked if there were any changes they would like to see. Only a fifth in each instance desired changes. (See Table III-4.)

B. How are libraries used?

1. There is a distinct pattern of behavior in the way people use the library. The majority tend to go to the library by themselves, for personal enjoyment, to take out books and materials for home use. People are browsers at heart and do not tend to either use the card catalogue or ask a librarian for help (although librarians do ask them if they need assistance). Many tend to take materials out for others as well as themselves. (See Table III-5.)

2. The behavior pattern described above bears remarkable similarity to other shopping behavior, such as in a supermarket or a book store.

C. What affects the use and perception of libraries?

Use

Use can be categorized in two ways: frequency of use (from non-users up through frequent users) and mode of use (the way in which a respondent uses a library). The former is covered below in points one through eight; the latter in points nine through eleven.

1. Our interviews encompassed a wide range of library usage, from respondents who had never been inside their local library (18% of the non-users) to respondents who went to the library more than once a week (42% of the library patrons). (See Table III-6.)

2. As can be seen, use is not entirely dependent upon the presence of a library card (although we have assumed that in our classification). Some library card holders--5% of the users (see Table V-4 under Summary of Findings)--go to the library less than once a year and another 5% of the users go only once or twice a year. Non-card holders, on the other hand, do use the library--16% of the patrons were non-card holders and some used the library five or more times a month (Table V-92 in the Summary of Findings). Twenty-seven percent of the non-card holders used materials in the library. (See Table III-6.)

3. Frequency of use and the presence of a library card are related, however. In the patron sample (Table V-90 of the Summary of Findings), the heavier the use of the library, the more likely a respondent was to have a library card.

TABLE III-4

SATISFACTION WITH LIBRARY

"Are there any changes you would like to see in your public library which would cause you to use it more often?"

	Satisfied %	Changes %	DK NA %
Non-users	80	20	–
under 20	56	44	-
60 and over	90	10	-

"Are you satisfied with the books, materials and services available through the bookmobile, or do you think improvements could be made?"

	Satisfied %	Changes %	DK NA %
Bookmobile	49	20	31

TABLE III-5

HOW THE LIBRARY IS USED

Behavior Pattern		Users (n=716)	Patrons (n=232)	Unreachable by phone (n=69)
1)	Go alone	53%	73%	62%
2)	Pick up materials for others: yes	40	52	49
	no	60	46	49
3)	Browse	41	38	29
	Title in mind	29	12	13
	Half and half	24	47	49
4)	Know where item is	46	48	33
	Look in card cat.	17	32	20
	Ask librarian	19	6	16
	Only browse	4	11	22
5)	Purpose:			
	Personal	60	73	61
	Business/school	12	14	20
6)	Librarian ask help:			
	frequently yes	76	31	48
	sometimes yes	76	45	35
	no	21	21	13
7)	Take materials home	82	75	77

TABLE III-6

FREQUENCY OF LIBRARY USE

	Less Than 1/Mo.	1-2/Mo.	3-4/Mo.	5/Mo.	N/A
Users (n=716)	23%	34%	23%	16%	4%
Patron * (n=232)	8	24	25	42	1
Unreachable By Phone** (n=69)	41	26	15	[illegible]	-

	Never Been	Been There	Go, Use Mat. There	N/A
Non-users*** (n=775)	18%	54%	27%	1%

	Every Time	Every Other Time	Few Times Yr.	Rarely If Ever
Bookmobile (n=76)	34%	15%	8%	43%

* 16% did not have a library card for the library they were visiting.

** 6% did not have a library card for their local public library.

*** 12% had had a library card in the past three years.

4. Only 12.4% of the non-users had had a library card in the past three years. The group which had a much higher incidence than average (almost four times) is the teenage group, as might be expected, considering the appeal of the library to young children and, often, the school-related introduction to the library. (See Table V-68, in Summary of Findings.)

5. Library cards appear to be clustered in families. This is most clearly borne out in comparing users' (library card holders) and non-users' (non-library card holders) responses to the question: do other members of your family have library cards? (See Table III-7.) Whereas only 34% of non-users had family members with library cards; 71% of users had family members with library cards. The same pattern holds for the smaller samples: patrons and bookmobile respondents.

6. The appearance of other library cards in the family appears most strongly linked to age, marital status, and income, as can be seen in Table III-8. Income is the most consistent; as income increases, so does the likelihood that family members will have cards. It would be expected that respondents with young children (under age 20) would be more apt to have other cards in the family, and, in two instances, the age concentration indicates this: the 31-40 age group has a high percentage of respondents indicating other cards in the family. Teenager respondents (the reverse side of the coin) also have a high percentage of responses indicating other cards in the family.

7. A profile of library card holders and non-library card holders gives some indications as to background characteristics which are related to use. Users (library card holders) tend to have higher incomes except for bookmobile users, where the trend is reversed. Since users were obtained randomly from library registration files, they should be reliable indicators of the using population: 83% were adults over age 20; 17% were teenagers. The mix of males and females was roughly 30-70. (See Table III-9.)

8. Since income was closely associated with the presence or absence of a library card, one would expect it might also affect frequency of use. Yet there is no indication that it does so. (See Tables V-3 and V-93.) Frequency of use, in fact, seems to be affected most, by city size: frequent use is more associated with small towns than large. Surprisingly, frequency of use does not appear related to the attitude of the respondent toward libraries.

9. Behavior patterns in the way a library is used are influenced, first, by whether the respondent has a library card or not. Library patrons are the only meaningful group where card holders and non-card holders were asked the same questions about the way they used a library. Although the numbers are small (particularly for the non-card holders) and the specific percentages are thus unreliable, the patterns in behavior do show trends. Non-card holders

TABLE III-7

"DO OTHER MEMBERS OF YOUR FAMILY HAVE LIBRARY CARDS?"

	Yes	No	Don't Know No Answer
Users (n=716)	71.4%	27.4%	1.2%
Non-users (n-775)	34.1	61.8	4.1
Patron (n=232)			
Library card	53.1	37.4	9.5
No library card *	7.9	89.5	2.6
Bookmobile (n=76)			
Library card	55.0	45.0	-
No library card **	25.0	75.0	-
Unreachable By Phone*** (n=69)	60.9	37.7	1.4

* 16% did not have a library card.
** 47% did not have a library card.
*** 6% did not have a library card.

TABLE III-8

PERCENT INDICATING OTHER FAMILY MEMBERS HAVE CARDS, BY RESPONDENT TYPE

	User (n=716)	Non-User (n=775)	Patron (n=232)
Respondent Type			
% Responding	71%	34%	46%
Age			
20 and under	86	36	75
21-30	66	29	41
31-40	88	61	56
41-50	82	51	41
51-60	55	28	46
61+	40	10	26
Marital status			
married, child. under 20	87	58	
married, no child. under 20	51	13	
not married (divorced)	36	15	
Income			
less than $5,000	47	18	25
$5,000-9,999	66	36	39
$10,000-14,999	72	41	55
$15,000+	80	59	53

TABLE III-9

A PROFILE OF LIBRARY CARD HOLDERS AND NON-HOLDERS*

	User (n=716)	Non-user (n=775)	Not Reachable By Phone (n=69)	Patron (n=232)		Bookmobile (n=76)	
	%	%	%	%		%	
				LC[1] (82%)	NLC[2] (16%)	LC[1] (53%)	NLC[2] (48%)
Income							
under $10,000	19	69	75	47	46	78	41
over $10,000	79	31	25	53	42	15	31
Age							
less than 20	17	10**	23	11	11	13	3
20-30	14	16	35	15	24	18	6
31-50	42	34	23	33	37	38	39
over 50	27	40	17	37	25	35	39
Education							
complt. HS or less	30	24	24	27	18	20	19
some coll.	24	36	28	18	5	33	50
coll. grad. or more	27	25	24	24	40	30	14
Sex							
male	29	39***	33	23	17	23	17
female	71	61	67	77	83	77	83

* note, percents do not include no answers
** note, there was an 80% adult, 20% teenage quota, which could not be filled
*** note, the quota should have generated a 70-30 ratio.
[1] library card holder
[2] non-library card holder

are more likely to go to the library in a research vein, using the card catalogue. (See Table III-10.)

10. Behavior is also strongly influenced by the library itself. (See Table III-11.)

11. Background characteristics are also important in influencing the way libraries are used. As might be expected, women in their thirties with young children tend to go with others rather than by themselves, while older people and single people tend more often than the average to go by themselves. Males are less likely to pick up materials for others, as are infrequent users and low income respondents. Conversely, high income respondents are more apt to pick up materials for others. (See Table III-12.)

Attitude

1. Probably the most influential determinant of attitude is the library itself. Although we suspect that the librarian herself is the most powerful component of the influence of the library (based on other studies of like institutions), we have no basis of proof of this assumption from the survey. (See Tables V-64 and V-110 in Summary of Findings.)

2. The presence of a library card and a favorable attitude are related, as Table III-13 indicates. However, we have no way of documenting whether the holding of a library card affects attitude or attitude affects whether one will obtain and use the library card. The latter direction would appear to be the more likely relationship.

3. Age and income affect attitude considerably. Among users, the younger the respondent is and the higher the family income, the less pleased he is with the library. (See Table V-63 of Summary of Findings.)

D. What is the role of the library in the community? What do respondents feel it should be?

1. As seen above, most respondents appear satisifed with their library and few people appear anxious to have the library make significant changes (with the exception of some of the teenagers).

2. Respondent satisfaction, moreover, is in the face of a lack of knowledge about what libraries actually offer in the way of services, programs and materials on loan (as will be seen under question E below), as well as a general lack of desire for programs, services and loans of other than printed media. (See Tables III-14 and III-15.)

TABLE III-10

LIBRARY PATRONS' USE OF THE LIBRARY, BY TYPE*

Behavior	Patrons: Card Holder (n=190) %	Patrons: Non-Card Holder (n=38) %
go alone	72	79
browse	39	34
look item up in catalog	27	55
know where item is	53	18
go for personal enjoyment	79	47
go for business/school	10	32

* non-users are excluded, therefore the base is 228 rather than 232.

TABLE III-11

SELECTED USER BEHAVIOR PATTERNS, BY SELECTED TOWNS

Town	Behavior Pattern*		
	Know Where Item Is	Look Item Up	Ask Librarian
	%	%	%
Total	46	17	19
Bangor**	12	54	19
Biddeford	13	53	13
Bridgton	84	--	16
Eastport	39	3	42
Bowdoinham	89	--	8

	Librarian Asks Respondent	Librarian Doesn't Ask
	%	%
Total	76	21
Bangor**	54	42
Thomaston	97	3
Greenville	96	4

* excludes no answers, mixed answers
** closed stacks

TABLE III-12

SELECTED USER BEHAVIOR PATTERNS BY SELECTED USER CATEGORY

User Category	User Behavior*	
	Go Alone	Go With Others
	%	%
Total	53	34
Age		
31-40	31	49
51-60	72	6
60 +	69	2
Marital Status		
married, children under 20	36	45
married, no children under 20	74	17
not married	81	17

	Pick Up Materials For Others	Don't Pick Up Materials For Others
	%	%
Total	40	60
Library Use		
less than once/mo.	27	73
5 or more times/mo.	56	43
Sex		
male	28	71
Income		
less than $5,000	27	73
$15,000 and over	53	46

* Excludes no answers and mixed answers

TABLE III-13

ATTITUDE, BY CARD HOLDERS AND NON-CARD HOLDERS

Attitude	% of Users	% of Non-Users	% of Patrons Card	 No Card
	(n=716)	(n=775)	(n=190)	(n=38)
Less Pleased	17%	38%	32%	11%
Positive	25	30	29	37
Extra Enthusiastic	54	32	32	47

TABLE III-14

MOST FREQUENTLY FOUND LOANS, SERVICES AND PROGRAMS BY RESPONDENT TYPE*

	% Indicating			
	Users	Non-Users	Patrons	Non-Reachable by Phone
	(n=716)	(n=775)	(n=232)	(n=69)
Loans				
Records	45	NA	42	38
Services				
Book reserve	88	NA	75	54
Book return slot	63	NA	66	39
Selected reading list	63	NA	45	33
Telephone book renewal	50	NA	22	4
Interlibrary loan	46	NA	38	25
Extended vacation loans	42	NA	10	10
Microfilms	17	NA	55	23
Photocopier	16	NA	52	28
Programs				
Children's story hours	33	13	20	20
Art exhibits	25	7	13	25
Film showings	--	2	2	20

TABLE III-15

MOST FREQUENTLY DESIRED LOANS, SERVICES, AND PROGRAMS BY RESPONDENT TYPE*

	% Indicating		
	Users	Patrons	Non-Reachable By Phone
	(n=716)	(n=232)	(n=69)
Loans			
Films	24	19	30
Tape recorders	29	19	30
Services			
Listening room	30	26	46
Book delivery to shut-ins	27	24	39
Photocopier	21	13	38
WATS line	18	14	28
Extended loans	15	20	30
Art reproductions	--	20	30
Telephone book renewal	14	19	28
Camera loans	19	15	33
Programs			
Film showings	--	--	26
None, don't know**	85	69	22

* Nonusers were omitted since in none of these categories did they show up in any numbers over 1%.

** Nonusers, 93%.

3. It is somewhat surprising, therefore, to find that the majority of respondents feel that libraries should offer more than just printed materials (see Table III-16), which would suggest a change in role and focus for libraries (from what they think libraries offer presently). Yet, few respondents (of the non-users and bookmobile respondents, who were asked) indicated a need for any significant changes.

4. Such conflicting attitudes (i.e., libraries are fine as is; lack of knowledge about or interest in innovative programs, materials and services; yet an assertion that libraries should be offering these things) as to the function and role of the library are similar to other cases on which we have worked where testing has indicated that the topic in question had little meaning to the general public.

5. The library cannot therefore be seen as a focus of community interest, or as a reflection of the community's desires and interests. However, it would seem to us this should be the library's role.

E. How much do people know about their libraries?

1. There is a large information gap among the general public as to what kinds of collections, programs and services are housed in their public libraries. (See Part V, Summary of Findings.)

2. Some respondents listed as a deterrent to increased library use the need for more information about the library: the need for some kind of introduction to what the library offers and how it can be used.

F. What competes with the library?

1. There is no clear cut competitor to the library, but the evidence seems to indicate that many things compete with the library, due to its low salience. Although television is not given frequently as a deterrent to library use, this may be due to the sacrosanct air of the library (all the positives in the attitude scale). The frequent mention of no interest by library users would tend to indicate they have no desire to increase their use; the frequent mention of "too busy" by non-users would seem to indicate their willingness to place many other activities and entertainments above using the library. (See Table III-17.)

TABLE III-16

SHOULD LIBRARIES OFFER ONLY PRINTED MATTER?

	% Indicating				
	Users (n=716)	Non-Users (n=775)	Patrons (n=232)		Non-Reachable by Phone (n=69)
			LC	NLC	
Only printed - strongly	17	21	13	3	3
Only printed - somewhat	12	9	9	16	12
Don't care	8	17	6	--	15
Other materials* - somewhat	26	21	26	50	36
Other materials* - strongly	37	32	38	26	32

* Such as record players, tape recorders, movie projectors, etc., and the records, tapes and films to go with them

TABLE III-17

WHY NOT MORE USE?

	% Indicating						
	User	Non-User	Patrons		Non-Reachable By Phone	Bookmobile	
			LC[1]	NLC[2]		LC[1]	NLC[2]
	(n=716)	(n=775)	(n=190)	(n=38)	(n=69)	(n=40)	(n=36)
Not interested	45	25	33	16	43	5	28
Library factors (hours/ days open: regulations: personnel: physical plant)	35	13	17	33	32	25	8
Other sources of books	15	30	3	5	4	10	14
Too busy	14	35	5	5	9	10	36
Need more information	11	4	18	21	14	13	--
TV	10	6	7	--	19	5	3
Access problem (transportation: parking)	9	8	13	21	6	28	11

[1] Library card holder
[2] Non library card holder

*16.4% do not have library cards

IV. IMPLICATIONS

In the past thirty years, we have changed from an informationally scarce to an informationally over-abundant society: from service grocery stores to supermarkets; from dependence on printed news media to radio and TV; from reading about the vote to watching it being counted to predicting the count on the basis of the first few percent of precincts counted; from being able to keep abreast of several fields to finding it nearly impossible to keep current in a single specialty; and, in education, from an emphasis on rote learning to an emphasis on "learning how to learn".

All of this has changed the value and use of information and hence the role of the public library as an institution. In the previous situation of information scarcity, the proper functions were to collect, protect and allow dissemination. This still holds true for rare and special collections. But for the local public library today it poses some vital questions because the public has, and increasingly will have, many alternate sources of information for instrumental as well as pleasurable purposes.

In this setting it is significant that the public library does not appear in our survey as a focal point or even a reflection of its community. It is significant also that in our survey the library's largest group of potential users, the young, are also the source of greatest lack of enthusiasm and apathetic assertions of some more or less unspecifiable change. These are the precursors of institutional ennui and demise. Institutions are not violently disposed of, they are allowed to become irrelevant, enfeebled and, to the extent they do no societal harm, ignored. This then is the challenge of the local public library, to become the focal point and reflection of its community in a societal setting of over-abundant information. The keys are found in the words: become, community, and information. To assess resources in view of past objectives will indeed identify resource shortages which need supplementing. However, if the past objectives are not relevant to increasingly larger segments of the public, such expenditures can result in one's becoming what one should have been but being at the same time even further from what one should be. Thus the challenge of the library requires its attempting to understand how its community uses information and enlisting its community's help in defining an institutionally vital role. In this way the library can identify what it should become.

Institutional change is not easy and success cannot be guaranteed, but it is the real challenge to and the reason for the Task Force's existence. The Task Force has begun to cope with the issues as is shown in its workshop suggestions, but it needs to continue by: (1) assuring a source of resources which can be used to help local public libraries understand their communities and develop the role of an informational focal point; (2) by evaluating results plus sharing the information gained throughout the state; and (3) by undertaking to plan what successful local change means in terms of statewide cooperation, support and funding.

V. SUMMARY OF FINDINGS

A. Survey of Library Users* (n=716)

1. Do other members of your family have library cards?

	Yes	No	Don't Know	N/A
% of users responding	71.4%	27.4%	.1%	1.1%

Whether other members of the family hold library cards does not appear to be related to: city size, frequency of respondent's library use, sex of respondent, readership, the presence of a bookstore, the respondent's attitude, or the respondent's use of another library. It does appear to be related (as would be expected) to: age of the respondent and the presence of young children. (See Table V-1, on the following page.)

As can also be seen in Table V-1, education and income appear to be related: those who had not completed high school were much less apt to indicate other members had library cards, as were those with incomes under $5,000; as income increases, so does the percent of respondents answering "yes". For education, the relationship is not as distinct.

1a. (For other members of the family) What are their ages?

	Under 6	6-12	13-20	21-30	31-40	41-50	51-60	61+
% of total having cards	2.4%	31.0%	32.3%	9.8%	5.0%	7.7%	6.7%	4.9%

In Table V-2, a comparison of the number of people in each age group to the number having library cards in the same age group, indicates that the 31-50 age group is under-represented; while the youth 30 and under are heavily represented. (See Table V-2.)

2. How many times a month do you go to the library?

	Less than once	1-2 times	3-4 times	5 or more	N/A
% of users	22.9%	34.3%	22.8%	15.8%	4.2%

Appears to have no relation to sex and income of respondent; little relation to age, age of children, and the presence of a bookstore; but some relation to city size, education, readership and attitude.

A smaller proportion of respondents living in small cities go to the library infrequently (less than once a month). Conversely, respondents living in large cities are less apt than the average to go the library

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* The definition of a user was a person holding a library card. See Chapter II, Methodology, above.

TABLE V-1

INCIDENCE OF OTHER FAMILY MEMBERS HAVING CARDS BY USER TYPE

	Do other members have library cards?		
User Type (n=716)	Yes	No	Don't Know No Answer
% of total users	71.4%	27.4%	1.2%
Age			
age 20 or under	86.1	10.6	3.3
21-30	66.0	34.0	-
31-40	88.0	11.3	0.7
41-50	81.9	18.1	-
51-60	55.2	42.4	2.4
61 and over	39.7	58.6	1.7
Marital Status			
married, children 20 and under	86.5	12.3	1.2
married, no children 20 and under	51.1	48.4	0.5
not married (divorced)	36.1	63.9	-
Education*			
less than high school	39.5	57.9	2.6
completed high school	70.5	28.3	1.2
some college	66.7	32.7	0.6
completed college or more	73.0	26.5	0.5
Income			
less than $5,000	46.8	50.0	3.2
$5,000 - $9,999	66.3	31.8	1.9
$10,000 - $14,999	72.1	26.8	1.1
$15,000 and over	80.6	19.4	-

* does not include teenage respondents

TABLE V-2

PERCENT OF SAMPLE GROUP HAVING CARDS, BY AGE GROUP*

Age Group	# in Sample	# having cards	% having cards
under 6	213	30	14%
6-12	456	387	85%
13-20	557	511	$\boxed{92\%}$
21-30	254	214	84%
31-40	318	193	$\boxed{61\%}$
41-50	357	228	64%
51-60	203	160	79%
61 or more	232	170	73%
Total sample	2,590	1,893	73%
Excluding under 6	2,377	1,863	78%

* sample group in this case refers to all members in the respondent's household, including the respondent, thus adding to a total of 2,590

frequently (five or more times a month). Those respondents who are less pleased are less apt than the average to go the library frequently (five or more times a month). They are somewhat more apt to go infrequently (less than once a month). Those respondents who have not completed high school are also less apt to attend the library frequently (five or more times a month). Readership was partly determined by library use, however, library use is not an overwhelming factor, as can be seen by the fact that 13.6% of high readership respondents visited their local library infrequently (and the fact that 7.9% of the low readership respondents used the library frequently). The relationship between age and library use is an interesting one. The largest percent using the library infrequently is the 21-30 age group; the largest percent using the library frequently are 61 or more; and this is borne out in the other two columns, as can be seen in Table V-3.

2a. (For those attending the library less than once a month) How often do you go a year?

	Less than once	1-2 times	3-4 times	5-6 times	More than 6	N/A
% of those using less than once/ month	23%	23%	18%	17%	16%	2%
% of total	5%	5%	4%	4%	4%	-

The same relationships of overall frequency of use also hold true for those who use the library less than once a month, except that age is not as clear cut. (See Table V-4,)

3. Do you usually go to the public library by yourself, or do you go with your children or with someone else?

	By myself	With children	With others	Meet someone	Varies	N/A
% responding	53%	19.6%	14.8%	.3%	7.8%	4.5%

Does not appear to be related to attitude toward library, readership, use of another library, education, or frequency of library use; appears to be little related to sex of respondent and the presence of a bookstore; but bears some relation to the respondents income, age, and age of children, as well as to city size.

As can be seen in Table V-5, those in small cities are less apt to go by themselves; those in large cities are more apt to go by themselves. Those with low incomes are more apt to go with others; while those with high incomes are less apt to do so. Married respondents, with children

TABLE V-3

LIBRARY USE BY RESPONDENT TYPE

	Times a Month			
User Type (n=716)	Less than once	1-2	3-4	5 or more
Total % responding	22.9%	34.3%	22.8%	15.8%
City size				
small	$\boxed{9.4}$	31.5	28.2	$\boxed{26.2}$
medium	14.2	35.0	23.7	22.8
large	$\boxed{34.9}$	35.2	19.7	$\boxed{6.3}$
Attitude				
less pleased	$\boxed{34.1}$	26.2	24.6	10.3
positive	20.2	38.9	21.8	15.4
extra enthusiastic	20.6	34.9	22.6	17.7
Education*				
less than high school	26.3	34.2	31.6	$\boxed{5.3}$
completed high school	27.2	32.9	17.9	16.2
some college	20.8	36.9	20.2	18.5
college grad. or more	19.9	34.7	24.5	17.3
Readership				
low	33.5	31.4	20.2	$\boxed{7.9}$
medium	20.9	35.5	24.0	16.1
high	$\boxed{13.6}$	36.4	24.1	24.1
Age				
20 or under	23.6	33.4	26.8	13.8
21-30	$\boxed{35.0}$	33.0	16.0	11.0
31-40	21.3	$\boxed{44.6}$	14.9	14.9
41-50	22.2	34.7	$\boxed{28.5}$	11.1
51-60	22.4	29.4	28.2	20.0
61 or more	12.9	29.3	23.3	$\boxed{26.7}$

* Excludes teenage respondents.

TABLE V-4

LIBRARY USE BY RESPONDENT TYPE

	Times a Year				
User Type (n=716)	less than 1	1-2	3-4	5-6	more than 6
Total % responding	5.2%	5.2%	4.2%	3.9%	3.8%
City size					
small	.7	3.3	2.7	.7	1.3
medium	1.7	2.2	2.2	2.6	4.7
large	9.4	8.4	6.3	6.3	4.2
Attitude					
less pleased	11.1	8.7	6.3	4.8	2.4
positive	5.3	5.9	2.7	3.7	2.1
extra enthusiastic	3.2	4.0	4.2	3.7	5.0
Education*					
less than high school	7.9	7.8	-	5.3	5.3
completed high school	5.8	5.8	5.8	5.2	4.0
some college	3.0	7.0	4.8	3.0	2.4
college grad. or more	5.0	3.1	4.1	3.6	3.6
Readership					
low	8.3	10.0	4.5	7.0	3.7
medium	4.9	3.1	4.3	3.1	4.3
high	2.3	2.7	3.6	1.4	3.2
Age					
20 or under	7.2	5.7	3.3	3.3	3.3
21-30	5.0	12.0	8.0	3.0	7.0
31-40	4.3	4.3	4.3	5.6	1.4
41-50	5.4	4.9	3.5	4.9	3.5
51-60	5.9	3.5	7.0	2.4	2.4
61 or more	3.4	2.6	.9	2.6	3.4

* Excludes teenage respondents

TABLE V-5

"DO YOU USUALLY GO TO THE LIBRARY BY YOURSELF, WITH YOUR CHILDREN OR WITH SOMEONE ELSE?" (BY RESPONDENT TYPE)

User Type (n=716)	by myself	with children	with others	meet someone	varies	more than 1 response
% total respondents	53%	19.6%	14.8%	.3%	7.8%	4.5%
City size						
small	$\boxed{39.6}$	20.8	$\boxed{28.9}$	-	6.0	4.7
medium	48.3	22.4	11.2	.9	9.1	9.1
large	63.0	17.0	11.0	-	7.8	1.2
Age						
under 20	52.0	1.6	39.8	-	3.3	3.3
20-29	59.0	28.0	8.0	-	5.0	-
30-39	31.2	49.0	2.8	-	9.2	7.8
40-49	47.3	22.9	6.9	.7	13.2	9.0
50-59	71.7	5.9	11.8	-	7.1	3.5
60 and over	68.9	1.7	21.6	.9	6.0	.9
Marital status						
married, child under 20	35.8	38.1	7.2	.3	11.1	7.5
married, no child under 20	74.3	2.6	14.7	.5	6.8	1.1
not married	80.6	6.9*	9.7	-	1.4	1.4

TABLE V-5 (cont)

User Type (n=716)	by myself	with children	with others	meet someone	varies	more than 1 response
Income						
less than $5,000	50.0	14.5	25.8	-	8.1	1.6
$5,000-$9,999	55.0	23.2	10.0	.5	8.5	2.8
$10,000-$14,999	47.5	26.8	10.4	-	8.2	7.1
$15,000 or more	63.9	13.9	8.3	-	8.3	5.6
Sex						
male	60.6	13.9	13.9	-	8.7	2.9
female	50.1	21.9	15.0	.4	7.5	5.1

* Divorced respondents are included under "not married".

under 20 are more apt to go with others (such as their children) as are the 30-39 year-olds, as one would expect.

4. Do you ever pick up books, materials, or equipment from the public library for people other than yourself?

	Yes	No	N/A
% responding	39.5%	59.9%	.6%

Does not appear to be related to attitude toward library, presence of a bookstore, marital status, age of respondent, or size of city; although it appears to be somewhat related to library use; sex, education, and income of the respondent; and readership (which is partially based on library use).

Low users of library are less apt to pick up materials for others; high users are more apt to do so. Males are less apt to pick up materials for others. Respondents with less than high school graduation are less apt, as are respondents with incomes under $5,000, to pick up materials for others. Low readers are less apt to pick up materials than high readers. Library use, education, income, and readership all show a straight progression in respondents indicating "yes" by demographic type. (See Table V-6.)

4a. (For those who pick up materials for others) Do they select what they want themselves or do you do the selecting?

	Reader	Respondent	Librarian	Varies	N/A
% of respondents picking up materials	38.5%	38.8%	1.1%	19.8%	1.8%

Does not appear to be related to attitude toward the library, use of another library, the presence of a bookstore, marital status of the respondent, nor use of library; and there appears to be little relation to income, education, or readership, although city size, sex, and age appear to be related to the selection process. (See Table V-7.)

The respondent is more apt to be the selector in a small than a large community; males are less apt to select; the respondent is more apt to select with increasing age and decreasing income. Low education respondents are more apt to select. Low readers are more apt to select books than high readers.

TABLE V-6

"DO YOU PICK UP MATERIALS FOR OTHERS?" (BY RESPONDENT TYPE)

	Yes	No	No Answer
User Type (n=716)			
% total responses	39.5%	59.9%	.6%
Library use			
less than 1/mo	26.8	$\boxed{73.2}$	-
1-2/mo	37.8	62.2	-
3-4/mo	45.4	53.4	1.2
5 or more/mo	$\boxed{55.7}$	43.4	.9
Sex			
male	$\boxed{28.4}$	$\boxed{71.1}$	.5
female	44.2	55.2	.6
Education*			
less than H.S.	$\boxed{28.9}$	$\boxed{71.1}$	-
complete H.S.	35.3	63.5	1.2
some college	39.3	60.1	.6
college grad +	43.4	56.6	-
Income			
less than $5,000	$\boxed{27.4}$	$\boxed{72.6}$	-
$5,000 - $9,999	38.4	61.1	.5
$10,000 - $14,999	39.3	60.2	.5
$15,000 +	52.8	46.3	.9
Readership			
low	30.2	69.0	.8
medium	38.2	61.8	-
high	51.4	$\boxed{47.7}$	.9

* Excludes teenage respondents.

TABLE V-7

"WHO SELECTS THE MATERIALS PICKED UP BY THE RESPONDENT?"

User Type (n=283)	Reader	Respondent	Librarian	Varies	N/A
% total who pick up materials	38.5%	38.8%	1.1%	19.8%	1.8%
City size					
small	$\boxed{28.1}$	45.5	1.8	21.1	3.5
medium	35.8	44.9	.9	15.6	2.8
large	46.1	29.9	.9	21.4	2.2
Sex					
male	$\boxed{54.2}$	32.2	-	13.6	-
female	34.4	40.7	1.3	21.4	2.2
Age					
under 20	$\boxed{57.8}$	$\boxed{19.3}$	-	21.1	1.8
20-29	35.5	29.0	-	35.5	-
30-39	35.9	39.1	-	20.3	4.7
40-49	35.1	47.3	1.8	15.8	-
50-59	29.0	$\boxed{51.7}$	3.2	12.9	3.2
60 and over	$\boxed{28.6}$	$\boxed{52.3}$	2.4	16.7	-
Income					
less than $5,000	41.2	47.0	5.9	5.9	-
$5,000 - $9,999	38.3	40.7	-	18.5	2.5
$10,000 - $14,999	40.3	37.5	-	20.8	1.4
$15,000 and over	33.3	36.8	1.8	26.3	1.8
Education*					
less than H.S.	$\boxed{27.3}$	$\boxed{54.5}$	-	18.2	-
completed H.S.	39.3	41.0	3.3	13.1	3.3
some college	37.9	45.4	-	16.7	-
college grad +	$\boxed{27.1}$	42.2	1.2	27.1	2.4
Readership					
low	41.1	46.7	2.7	6.8	2.7
medium	44.4	37.1	1.0	16.5	1.0
high	31.9	35.3	-	31.0	1.8

* Excludes teenage population

5. Do you usually go to the library with a book in mind which you want, or do you browse for a book at the library?

	Title in mind	Browse	Half and half	Varies	Other
% of respondents	28.6%	41.6%	24.0%	2.1%	3.9%

The responses were tabulated solely by city; there does appear to be a relationship to city. (See Table V-8.) Note the high incidence of browsing in Bridgton, Islesboro, and Greenville, and the higher incidence in Bangor, Biddeford, and Poland in having a title in mind.

6. Do you usually know where in the library the item is which you want, or do you look in the card catalogue or ask a librarian?

	Know	Look up	Ask libr.	Only browse	Varies	Look & ask	Other	N/A
% of respondents	46.0%	16.9%	19.0%	2.8%	7.7%	3.7%	3.3%	.7%

Responses were tabulated solely by city; there does appear to be a relationship to city and may be related to city size. (See Table V-9.)

Note particularly the high incidence of self-sufficiency in Bowdoinham, Bridgton, Greenville, and Parkman; the high incidence of catalogue use in Bangor and Biddeford; and the above-average use of librarians in Eastport, Sanford and Fort Kent.

7. Do you generally go to the library for your own personal enjoyment or do you go for business or school-related purposes?

	Personal	School/ business	Take child.	Varies	Other	Multiple responses
% of respondents	60.3%	11.7%	4.3%	9.1%	.6%	14.0%

Responses were tabulated solely by city. Appears to be related to city; may be related to city size. (See Table V-10.)

Note the incidence of business or school-related library use occurs mainly in the large libraries, and even here not even a third indicate business or school-related library use. The multiple response column contains primarily people who indicated they go for their own personal use and to take their children--as high as 47% in Fort Kent.

TABLE V-8

DO YOU USUALLY GO TO THE LIBRARY WITH A BOOK IN MIND THAT YOU WANT OR DO YOU BROWSE?

LIBRARY USERS, BY CITY?

(n=716)

	Title In Mind	Browse	Half and Half	D.K. Varies	Other
% Responding	28.6%	41.4%	24.0%	2.1%	3.9%
City					
Augusta	34.7	32.7	26.5	2.0	4.1
Bangor	46.5	39.5	14.0	-	-
Biddeford	44.3	26.7	15.6	6.7	6.7
Caribou	28.6	40.8	22.4	-	8.2
Portland	36.0	36.0	24.0	-	4.0
Presque Isle	32.7	40.8	26.5	-	-
Sanford	40.0	40.0	8.0	2.0	10.0
Bridgton	12.9	67.7	19.4	-	-
Eastport	16.1	51.6	32.3	-	-
Fort Kent	32.4	32.4	35.2	-	-
Millinocket	31.3	40.5	18.8	6.3	3.1
Orono	21.6	48.7	18.9	2.7	8.1
Thomaston	25.8	51.6	19.4	3.2	-
York	16.7	47.2	33.3	2.8	-
Blue Hill	12.0	16.0	64.0	4.0	4.0
Bowdoinham	15.4	42.4	34.6	3.8	3.8
Fayette	15.0	40.0	30.0	10.0	5.0
Greenville	27.3	63.6	9.1	-	-
Islesboro	7.7	65.4	23.1	-	3.8
Parkman	-	50.0	25.0	12.5	12.5
Poland	45.5	13.6	27.3	-	13.6

TABLE V-9

DO YOU KNOW WHERE TO FIND THINGS OR DO YOU USE THE USE THE CARD CATALOG OR ASK A LIBRARIAN?

LIBRARY USERS, BY CITY

(n=716)

	Know Where It Is	Look it up in Catalog	Ask a Librarian	Just Like to Browse	It Varies D.K.	Multiple Responses	N/A
% Responding	46.0%	16.9%	19.0%	3.8%	7.7%	5.9%	.7%
City							
Augusta	34.8	30.6	16.3	2.0	14.3	2.0	-
Bangor	11.6	53.5	18.6	-	2.3	14.0	-
Biddeford	13.3	53.4	13.3	2.2	8.9	8.7	-
Caribou	40.9	12.2	24.5	10.2	12.2	-	-
Portland	30.0	30.0	14.0	8.0	4.0	10.0	4.0
Presque Isle	57.2	14.3	10.2	2.0	12.2	4.1	-
Sanford	48.0	10.0	30.0	2.0	10.0	-	-
Bridgton	83.9	-	16.1	-	-	-	-
Eastport	38.7	3.2	42.0	3.2	-	12.9	-
Fort Kent	32.4	23.5	29.4	2.9	5.9	5.9	-
Millinocket	53.0	6.3	9.4	3.1	18.8	9.4	-
Orono	64.9	5.4	13.5	8.1	2.7	5.4	-
Thomaston	45.1	12.9	25.8	6.5	9.7	-	-
York	27.8	8.3	22.2	2.8	-	33.3	5.6
Blue Hill	68.0	8.0	8.0	-	16.0	-	-
Bowdoinham	88.5	-	7.7	3.8	-	-	-
Fayette	50.0	15.0	25.0	-	10.0	-	-
Greenville	77.4	-	13.6	4.5	4.5	-	-
Islesboro	61.7	-	19.2	7.7	3.8	3.8	3.8
Parkman	75.0	-	-	12.5	12.5	-	-
Poland	54.6	4.5	27.3	-	13.6	-	-

TABLE V-10

FOR WHAT REASON DO YOU GO TO THE LIBRARY?
LIBRARY USERS

(n=716)

	Personal	BUSINESS/ School	To Take Children	D.K. Varies	Other	Multiple Responses
% Responding	60.3%	11.7%	4.3%	9.1%	.6%	14.0%
City						
Augusta	42.8	20.4	8.2	18.4	-	10.2
Bangor	51.1	18.6	4.7	2.3	-	23.3
Biddeford	37.8	31.1	-	20.0	2.2	8.9
Caribou	57.2	16.3	4.1	6.1	-	16.3
Portland	46.0	26.0	10.0	2.0	2.0	14.0
Presque Isle	65.4	16.3	4.1	12.2	-	2.0
Sanford	58.0	20.0	6.0	16.0	-	-
Bridgton	80.6	-	3.2	9.7	-	6.5
Eastport	87.1	3.2	-	-	3.2	6.5
Fort Kent	32.3	14.7	5.9	-	-	47.1
Millinocket	75.1	-	3.1	15.6	-	6.2
Orono	64.9	-	5.4	10.8	-	18.9
Thomaston	74.0	6.5	6.5	6.5	-	6.5
York	77.8	-	-	2.8	-	19.4
Blue Hill	76.0	-	-	24.0	-	-
Bowdoinham	50.1	3.8	11.5	-	-	34.6
Fayette	45.0	10.0	-	20.0	5.0	20.0
Greenville	81.8	-	-	-	-	18.2
Islesboro	84.7	-	-	3.8	-	11.5
Parkman	50.0	12.5	-	25.0	-	12.5
Poland	59.1	4.5	9.1	-	-	27.3

8. When you are browsing around the library, does the librarian ever ask if you need help?

	Yes	No	Don't browse	Other	N/A
% of respondents	76.2%	20.9%	1.3%	1.5%	.1%

Responses were tabulated solely by city. Appears to be related to city. (See Table V-11.)

A third or more respondents indicated their librarian never asks them for help in: Bangor, Portland and Presque Isle. On the other hand, librarians seems to give positive support in Thomaston and Greenville.

9. Do you usually use the books, equipment, or materials at the library or take them home?

	Use there	Take home	Half and half	Varies	N/A
% of respondents	3.9%	81.9%	12.6%	1.5%	.1%

Responses were tabulated solely by city. In all cases the majority take materials home. The range is from 58% (Biddeford) to 94% (York). (See Table V-12.)

10. Other than your local public library, are you within 25-30 miles of any of the following libraries?

	Public	State	Elem.	Spec.	Book.	Coll.	Grad.	Second.	Branch
% respondents indicating "yes"	83%	15%	74%	11%	50%	66%	18%	18%	16%

Tabulated solely by city for public, elementary, college, and secondary libraries. (See Tables V-13 through V-16.)

Note that Orono has a much higher incidence of use of surrounding libraries. This may be due to the make-up of the community (probably higher education levels, more academically oriented), or to the state of other libraries in comparison with Orono (Are the libraries better?)

Bowdoinham has a higher incidence of other public library use; Fort Kent of university library use; and Biddeford of secondary library use.

The lack of knowledge about other libraries, and the marked lack of use in some communities can also be noted. For example, Bangor, Fort Kent, and Millinocket have a third or more respondents indicating there is no other public library within 25-30 miles (the next town to Millinocket--

TABLE V-11

WHEN BROWSING, DOES THE LIBRARIAN EVER ASK IF YOU NEED HELP ? LIBRARY USERS, BY CITY

(n=716)

	Yes	No	I Don't Browse	Other	N/A
% Responding	76.2%	20.9%	1.3%	1.5%	.1%
City					
Augusta	65.3	30.6	-	4.1	-
Bangor	53.5	$\boxed{41.9}$	2.3	2.3	-
Biddeford	71.2	20.0	4.4	4.4	-
Caribou	81.7	16.3	2.0	-	-
Portland	60.0	$\boxed{34.0}$	4.0	2.0	-
Presque Isle	65.3	$\boxed{32.7}$	2.0	-	-
Sanford	86.0	12.0	-	2.0	-
Bridgton	71.0	29.0	-	-	-
Eastport	87.1	12.9	-	-	-
Fort Kent	88.3	2.9	5.9	2.9	-
Millinocket	68.7	31.3	-	-	-
Orono	78.4	21.6	-	-	-
Thomaston	$\boxed{96.8}$	3.2	-	-	-
York	80.6	19.4	-	-	-
Blue Hill	84.0	16.0	-	-	-
Bowdoinham	76.9	23.1	-	-	-
Fayette	85.0	15.0	-	-	-
Greenville	$\boxed{95.5}$	4.5	-	-	-
Islesboro	84.7	11.5	-	3.8	-
Parkman	75.0	25.0	-	-	-
Poland	77.3	9.1	-	9.1	4.5

TABLE V-12

WHERE DO YOU USUALLY USE THE BOOKS AND MATERIALS?
LIBRARY USERS, BY CITY

(n=716)

	Use There	Take Home	Half & Half	D.K. Varies	N/A
% Responding	3.9%	81.9%	12.6%	1.5%	.1%
City					
Augusta	6.1	67.4	22.4	4.1	-
Bangor	4.7	90.7	2.3	2.3	-
Biddeford	11.1	57.8	24.4	6.7	-
Caribou	6.1	81.7	12.2	-	-
Portland	10.0	68.0	22.0	-	-
Presque Isle	-	91.8	8.2	-	-
Sanford	2.0	84.0	12.0	2.0	-
Bridgton	-	90.3	9.7	-	-
Eastport	3.2	80.7	16.1	-	-
Fort Kent	2.9	79.5	14.7	-	2.9
Millinocket	3.1	90.6	6.3	-	-
Orono	-	89.2	8.1	2.7	-
Thomaston	6.5	83.8	9.7	-	-
York	2.8	94.4	2.8	-	-
Blue Hill	-	76.0	24.0	-	-
Bowdoinham	-	88.5	11.5	-	-
Fayette	-	85.0	10.0	5.0	-
Greenville	-	86.4	9.1	4.5	-
Islesboro	-	88.5	11.5	-	-
Parkman	12.5	87.5	-	-	-
Poland	9.1	77.3	9.1	4.5	-

TABLE V-13

ANOTHER PUBLIC LIBRARY LIBRARY USERS BY CITY

(n=716)

	Library 25-30 Miles		No Library	Don't Know
	Used	Not Used		
% Respondents	16.3%	66.7%	12.3%	4.7%
City				
Augusta	16.3	57.2	16.3	10.2
Bangor	7.0	53.4	$\boxed{32.6}$	7.0
Biddeford	22.2	75.6	2.2	-
Caribou	14.3	75.5	6.1	4.1
Portland	26.0	64.0	6.0	4.0
Presque Isle	6.1	79.6	8.2	6.1
Sanford	8.0	82.0	4.0	6.0
Bridgton	25.8	61.3	9.7	3.2
Eastport	12.9	64.5	19.4	3.2
Fort Kent	5.9	35.3	$\boxed{35.3}$	23.5
Millinocket	$\boxed{-}$	37.5	$\boxed{56.2}$	6.3
Orono	$\boxed{54.1}$	45.9	-	-
Thomaston	9.7	87.1	3.2	-
York	13.9	86.1	-	-
Blue Hill	12.0	80.0	4.0	4.0
Bowdoinham	$\boxed{34.6}$	65.4	-	-
Fayette	30.0	65.0	5.0	-
Greenville	$\boxed{-}$	63.7	22.7	13.6
*Islesboro	19.2	65.4	15.4	-
Parkman	12.5	87.5	-	-
Poland	13.6	77.3	9.1	-

* Librarian did not indicate another public library within 25-30 miles.

TABLE V-14

ELEMENTARY LIBRARY
LIBRARY USERS BY CITY
(n=716)

	Library 25-30 Miles		No Library	Don't Know	NA
	Used	Not Used			
% Respondents	8.5%	65.1%	12.6%	13.4%	.4%
City					
Augusta	16.3	59.2	10.2	14.3	-
Bangor	4.7	65.1	20.9	9.3	-
*Biddeford	2.2	80.0	8.9	8.9	-
Caribou	4.1	77.6	6.1	12.2	-
Portland	6.0	86.0	2.0	6.0	-
*Presque Isle	6.1	77.5	8.2	8.2	-
Sanford	6.0	66.0	12.0	14.0	2.0
Bridgton	3.2	54.8	6.5	32.3	3.2
*Eastport	6.5	32.3	35.4	25.8	-
Fort Kent	14.7	76.5	2.9	5.9	-
Millinocket	9.4	71.8	9.4	9.4	-
Orono	27.0	62.2	2.7	8.1	-
Thomaston	3.2	64.5	9.7	22.6	-
York	2.8	63.8	13.9	16.7	2.8
*Blue Hill	4.0	20.0	56.0	20.0	-
*Bowdoinham	19.2	69.3	11.5	-	-
Fayette	20.0	45.0	25.0	10.0	-
*Greenville	9.1	63.6	9.1	18.2	-
Islesboro	7.7	57.7	3.8	30.8	-
Parkman	-	75.0	25.0	-	-
*Poland	9.1	54.6	22.7	13.6	-

* Librarians indicated no elementary school library within 25-30 miles.

TABLE V-15

COLLEGE OR UNIVERSITY LIBRARY
LIBRARY USERS BY CITY
(n=716)

	Library 25-30 Miles		No	Don't	
	Used	Not Used	Library	Know	N/A
Total	19.6%	45.9%	30.0%	4.1%	.4%
City					
Augusta	16.3	59.3	16.3	6.1	2.0
Bangor	20.9	74.5	2.3	2.3	-
Biddeford	28.9	66.7	2.2	2.2	-
Caribou	14.3	73.5	12.2	-	-
Portland	38.0	58.0	-	4.0	-
Presque Isle	26.5	69.4	4.1	-	-
Sanford	22.0	66.0	6.0	6.0	-
Bridgton	-	6.5	87.0	6.5	-
*Eastport	3.2	3.2	87.1	6.5	-
Fort Kent	44.1	50.1	2.9	2.9	-
*Millinocket	-	3.1	96.9	-	-
Orono	67.6	32.4	-	-	-
*Thomaston	3.2	-	90.3	6.5	-
York	13.9	58.3	16.7	11.1	-
*Blue Hill	4.0	12.0	84.0	-	-
Bowdoinham	30.8	69.2	-	-	-
Fayette	10.0	65.0	20.0	5.0	-
*Greenville	-	-	95.5	4.5	-
*Islesboro	3.8	15.4	61.6	19.2	-
*Parkman	-	-	100.0	-	-
Poland	4.5	63.7	18.2	4.5	9.1

* Librarians did not indicate a college or university library.

TABLE V-16

SECONDARY SCHOOL LIBRARY
LIBRARY USERS BY CITY
(n=716)

	Library 25-30 Miles		No	Don't	
	Used	Not Used	Library	Know	N/A
Total	17.2%	70.8%	6.6%	4.7%	.7%
City					
Augusta	30.6	57.2	6.1	4.1	2.0
Bangor	11.6	69.8	11.6	4.7	2.3
Biddeford	33.3	64.5	2.2	-	-
Caribou	16.3	77.7	2.0	2.0	2.0
Portland	28.0	66.0	2.0	4.0	-
Presque Isle	6.1	75.6	12.2	6.1	-
Sanford	6.0	78.0	10.0	6.0	-
Bridgton	9.7	77.4	12.9	-	-
*Eastport	12.9	58.1	12.9	16.1	-
Fort Kent	26.5	70.6	-	2.9	-
Millinocket	9.4	74.9	6.3	6.3	3.1
Orono	43.2	51.4	2.7	2.7	-
Thomaston	9.7	74.1	6.5	9.7	-
York	2.8	91.6	2.8	2.8	-
Blue Hill	8.0	72.0	16.0	4.0	-
Bowdoinham	19.2	77.0	3.8	-	-
Fayette	15.0	85.0	-	-	-
*Greenville	22.7	54.6	4.5	18.2	-
Islesboro	7.7	69.3	11.5	7.7	3.8
Parkman	12.5	62.5	12.5	12.5	-
Poland	13.6	81.9	4.5	-	-

* Librarians did not indicate a secondary school library.

East Millinocket--has a library). Greenville had no one in our sample who had used another public library. This lack of knowledge about, or use of, other libraries does not augur well for inter-library cooperation unless a good deal of stimulus is provided by librarians. (Where is the stumbling block--with the people, with the librarians, with regulations, or all three?)

10a. (For those having library within 25-30 miles) Have you used it in the past year?

	Public	State	Elem.	Spec.	Book.	Coll.	Grad.	Second.	Branch
% of those indicating access	19%	34%	11%	46%	10%	30%	22%	20%	32%
% of total	16%	5%	9%	5%	5%	20%	4%	17%	5%

Tabulated solely by city. Librarians were asked the same question: See Tables V-13 through V-16 for comparisons by city.

11. What programs does your local library offer?

	Story hours	Art exhib.	Film shows	Spec. exhib.	Summer read. prog.	Commun. mtgs.	Other	N/A
% of users	33%	25%	8%	15%	10%	32%	9%	31%

Note: This is a recall question: respondents were not read a list.

11a. What programs would you like to have?

	Story hours	Art exhib.	Film shows	Spec. exhib.	Summer read. prog.	Commun. mtgs.	Other	N/A
% of users	3%	1%	1%	-	-	6%	5%	84%

Tabulated only by city. Librarians were also asked what programs were offered. Comparisons, by city, can be seen in Tables V-17 through V-24. Note there is great variation in knowledge from city to city. In Greenville, for example, 64% of the respondents were not aware of any programs, although the library does offer film showings. On the other hand, in Islesboro, only 8% of the respondents realized

TABLE V-17

LIBRARY OFFERING: NO PROGRAMS
LIBRARY USERS BY CITY[1]
(n=716)

	Library Has	Would Like**
% Responding	7.4%	72.8%
City		
Augusta	2.0	73.5
Bangor	2.3	97.7
Biddeford	11.1	66.7
Caribou	2.0	73.5
Portland	2.0	72.0
Presque Isle	-	71.4
Sanford	-	72.0
Eastport	3.2	80.7
Fort Kent	-	91.2
Millinocket	-	65.6
Orono	2.7	64.9
Thomaston	3.2	77.4
*York	$\boxed{27.8}$	63.9
Blue Hill	4.0	72.0
*Bowdoinham	$\boxed{26.9}$	50.0
Fayette	-	90.0
Greenville	$\boxed{63.6}$	36.4
*Islesboro	$\boxed{7.7}$	69.2
*Parkman	37.5	50.0
Poland	-	81.8

* Librarians indicated they had no programs.

** Includes respondents answering "don't know" for this question.

[1] Bridgton has been eliminated, since it includes both North Bridgton and Bridgton libraries and respondents can't be differentiated.

TABLE V-18

LIBRARY OFFERINGS: CHILDREN'S STORY HOURS
LIBRARY USERS BY CITY
(n=716)

	Library Has	Would Like
% Responding	33.0%	2.8%
City		
Augusta	42.9	-
Bangor	32.6	-
Biddeford	20.0	2.2
Caribou	42.9	2.0
Portland	38.0	-
Presque Isle	73.5	-
Sanford	14.0	6.0
Eastport	35.5	3.2
Fort Kent	52.9	-
*Millinocket	21.9	3.1
Orono	62.2	2.7
Thomaston	38.7	-
*York	19.5	8.3
**Blue Hill	24.0	-
*Bowdoinham	3.8	23.1
Fayette	30.0	-
*Greenville	-	4.5
*Islesboro	-	3.8
*Parkman	12.5	12.5
*Poland	9.1	-

* Librarian did not indicate presence.
** Part-time.

TABLE V-19

LIBRARY OFFERING: ART EXHIBITS
LIBRARY USERS BY CITY
(n=716)

	Library Has	Would Like
% Responding	25.1%	.7%
City		
Augusta	20.4	2.0
Bangor	48.8	-
Biddeford	17.8	2.2
**Caribou	4.1	-
Portland	18.0	-
Presque Isle	38.8	-
Sanford	$\boxed{4.0}$	-
Eastport	$\boxed{58.1}$	-
***Fort Kent	5.9	-
Millinocket	$\boxed{71.9}$	3.1
Orono	37.8	-
Thomaston	25.8	-
*York	-	-
Blue Hill	$\boxed{72.0}$	-
*Bowdoinham	3.8	-
Fayette	5.0	5.0
*Greenville	-	-
*Islesboro	7.7	-
*Parkman	-	12.5
Poland	22.7	-

* Librarian did not indicate presence.
** When opportunity arises.
*** Children's work.

TABLE V-20

LIBRARY OFFERING: FILM SHOWINGS
LIBRARY USERS BY CITY
(n=716)

	Library Has	Would Like
% Responding	8.0%	.7%
City		
Augusta	8.2	-
Bangor	$\boxed{-}$	-
Biddeford	$\boxed{-}$	-
**Caribou	6.1	4.1
Portland	16.0	2.0
Presque Isle	8.2	-
*Sanford	4.0	-
Eastport	9.7	-
*Fort Kent	-	-
Millinocket	$\boxed{40.6}$	-
*Orono	-	2.7
Thomaston	29.0	-
*York	-	-
*Blue Hill	-	4.0
*Bowdoinham	-	-
*Fayette	-	-
Greenville	$\boxed{-}$	-
*Islesboro	3.8	-
*Parkman	-	-
Poland	$\boxed{40.9}$	-

* Librarian did not indicate presence
** At story hours and club meetings.

TABLE V-21

LIBRARY OFFERING: SPECIAL EXHIBITS
LIBRARY USERS BY CITY
(n=716)

	Library Has	Would Like
% Responding	14.8%	.4%
City		
Augusta	4.1	-
Bangor	9.3	-
Biddeford	11.2	4.4
Caribou	4.1	-
Portland	$\boxed{2.0}$	-
*Presque Isle	$\boxed{4.1}$	-
Sanford	2.0	-
Eastport	41.9	-
Fort Kent	2.9	-
*Millinocket	31.3	-
Orono	10.8	-
Thomaston	32.3	-
*York	19.4	-
Blue Hill	$\boxed{56.0}$	-
*Bowdoinham	3.8	-
*Fayette	35.0	-
*Greenville	13.6	-
*Islesboro	11.6	3.8
*Parkman	-	-
Poland	40.9	-

*Librarian did not indicate presence.

TABLE V-22

LIBRARY OFFERING: SUMMER READING PROGRAMS
LIBRARY USERS BY CITY
(n=716)

	Library Has	Would Like
% Responding	10.1%	.4%
City		
Augusta	$\boxed{2.0}$	-
Bangor	11.6	-
*Biddeford	2.2	-
*Caribou	-	-
Portland	10.0	-
*Presque Isle	14.3	-
Sanford	18.0	2.0
Eastport	$\boxed{54.8}$	-
*Fort Kent	2.9	-
Millinocket	28.2	3.1
*Orono	2.7	-
Thomaston	12.9	3.2
*York	5.6	-
*Blue Hill	12.0	-
*Bowdoinham	-	-
**Fayette	10.0	-
*Greenville	-	-
*Islesboro	3.8	-
*Parkman	-	-
Poland	18.2	-

* Librarian did not indicate presence.
** "Sort of".

TABLE V-23

LIBRARY HAVING A COMMUNITY ROOM*
LIBRARY USERS, BY CITY
(n=716)

	Library Has	Would Like
% Responding	31.8%	6.3%
City		
Augusta	20.4	8.2
Bangor	18.6	-
Biddeford	24.5	11.1
Caribou	40.8	4.1
Portland	24.0	8.0
Presque Isle	28.6	4.1
Sanford	40.0	8.0
Eastport	12.9	12.9
Fort Kent	38.3	8.8
Millinocket	28.2	3.1
Orono	56.8	5.4
Thomaston	22.5	6.5
York	27.7	5.6
Blue Hill	64.0	8.0
Bowdoinham	11.5	11.6
Fayette	70.0	-
Greenville	-	4.5
Islesboro	73.1	7.7
Parkman	25.0	12.5
Poland	36.4	4.5

* We did not question librarians about the presence of a community room.

TABLE V-24

LIBRARY OFFERING: DON'T KNOW
LIBRARY USERS, BY CITY
(n=716)

	Library Has	Would Like*
% Responding	23.7%	11.6%
City		
Augusta	$\boxed{38.7}$	8.2
Bangor	30.3	2.3
Biddeford	$\boxed{35.5}$	8.9
Caribou	24.5	12.2
Portland	28.0	10.0
Presque Isle	10.2	6.1
Sanford	$\boxed{40.0}$	8.0
Bridgton	3.2	12.9
Eastport	9.7	-
Fort Kent	32.4	-
Millinocket	15.6	18.8
Orono	10.8	10.8
Thomaston	19.3	9.7
York	25.0	22.2
Blue Hill	4.0	12.0
Bowdoinham	$\boxed{46.1}$	23.1
Fayette	15.0	5.0
Greenville	22.7	54.6
Islesboro	15.4	15.4
Parkman	$\boxed{37.5}$	25.0
Poland	18.2	13.6

* Includes respondents answering "none" for this question.

the library had no programs. The most telling response is the respondents indicating they did not know what the library offered: Bowdoinham, Sanford, Parkman, Biddeford, and Augusta each had a third or more respondents in that category. And, when the desired programs were tabulated--"don't know" and "none" together tallied to more than 70% in all towns, Bangor being the worst, with 100%. (See Table V-25.)

12. Do you consider your library to be:

	Percent of Respondents		Percent of Respondents
Easy to get to	96%	Hard to get to	3%
Clean	95%	Musty	3%
Well organized	93%	Confusing	3%
Friendly	93%	Unfriendly	2%
Efficient	90%	Inefficient	3%
Quiet	90%	Noisy	2%
Encouraging	89%	Intimidating	4%
Well lighted	86%	Poorly lighted	6%
Easy to get materials	84%	Hard to get materials	8%
Pleasant	83%	Gloomy	10%
Comfortable	74%	Uncomfortable	10%
Busy	69%	Empty	12%
Easy going	69%	Restrictive	5%
Youth oriented	61%	Stuffy	7%
Exciting	46%	Dull	14%

The selection of descriptive terms appears to be primarily related to age, income and education levels, as well as the specific library, although it varies from term to term and although some terms have so high a positive selection that little can be determined. However, a library is clearly not exciting: less than one-half of the respondents indicated it was exciting; its counterpart (dull) had the highest response (14%).

On Table V-26, a demographic breakout on selected terms, youth appears far more likely to be negative about their libraries than the average; older people are far less likely to be negative. In several cases low income respondents are less likely to be negative, while high income responses are more likely to be negative. Low education level respondents are about half as likely to be negative.

Tables V-27 through V-31 illustrate reponses by city. Only those terms where 36% or more of respondents in any one city were negative were chosen. As can be seen, responses vary widely by town. Note the substantial feeling that the Augusta public library is empty, gloomy, dull, and poorly lighted; that Portland's gloomy and dull; and that Bowdoinham is empty, gloomy, dull, and uncomfortable.

TABLE V-25

DON'T KNOW AND NO PROGRAMS DESIRED BY CITY

	Don't Know, None
Augusta	81.7%
Bangor	$\boxed{100.0}$
Biddeford	75.6
Caribou	85.7
Portland	82.0
Presque Isle	77.5
Sanford	80.0
Bridgton	93.5
Eastport	80.7
Fort Kent	91.2
Millinocket	84.4
Orono	75.7
Thomaston	87.1
York	86.1
Blue Hill	84.0
Bowdoinham	73.1
Fayette	95.0
Greenville	91.0
Islesboro	84.6
Parkman	75.0
Poland	95.4

TABLE V-26

TERM SELECTION BY RESPONDENT TYPE

User Type	Empty	Gloomy	Dull	Uncomfort.	Stuffy	Restrictive
% Respondents	12%	10%	14%	10%	7%	5%
Age						
under 20	$\boxed{21}$	$\boxed{24}$	$\boxed{37}$	$\boxed{24}$	$\boxed{18}$	$\boxed{11}$
20-29	18	17	21	17	13	9
30-39	12	8	9	8	2	3
40-49	9	6	8	4	4	4
50-59	9	4	7	$\boxed{2}$	4	5
60 or more	$\boxed{3}$	$\boxed{2}$	$\boxed{3}$	$\boxed{3}$	$\boxed{1}$	$\boxed{2}$
Income						
Less than $5,000	$\boxed{5}$	$\boxed{2}$	10	$\boxed{3}$	$\boxed{3}$	3
$5,000 - $9,999	8	8	10	10	5	3
$10,000 - $14,999	12	10	10	11	6	4
$15,000 or More	16	13	$\boxed{22}$	9	$\boxed{12}$	$\boxed{12}$

TABLE V-27

LIBRARY USERS, BY CITY

(n=716)

	Empty	Busy	Neither, Both, DK
% Respondents	12.0%	69.1%	18.9%
City			
Augusta	44.9	22.4	32.7
Bangor	2.3	88.4	9.3
Biddeford	13.3	68.9	17.8
Caribou	10.2	75.5	14.3
Portland	10.0	70.0	20.0
Presque Isle	10.2	73.5	16.3
Sanford	6.0	88.0	6.0
Bridgton	-	83.9	16.1
Eastport	6.5	70.9	22.6
Fort Kent	23.5	44.1	32.4
Millinocket	3.1	87.5	9.4
Orono	8.1	62.2	29.7
Thomaston	-	93.5	6.5
York	8.3	75.0	16.7
Blue Hill	-	100.0	-
Bowdoinham	50.0	42.3	7.7
Fayette	10.0	45.0	45.0
Greenville	4.5	72.8	22.7
Islesboro	11.5	50.0	38.5
Parkman	25.0	25.0	50.0
Poland	4.5	77.3	18.2

TABLE V-28

LIBRARY USERS, BY CITY

	Gloomy	Pleasant	Neither, Both, DK
% Responding	9.9%	82.8%	7.3%
City			
Augusta	$\boxed{42.8}$	38.8	18.4
Bangor	7.0	79.0	14.0
Biddeford	13.3	66.7	20.0
Caribou	2.0	98.0	-
Portland	$\boxed{40.0}$	26.0	34.0
Presque Isle	-	100.0	-
Sanford	6.0	92.0	2.0
Bridgton	3.2	90.3	6.5
Eastport	6.5	90.3	3.2
Fort Kent	5.9	91.2	2.9
Millinocket	-	100.0	-
Orono	5.4	94.6	-
Thomaston	-	100.0	-
York	-	97.2	2.8
Blue Hill	-	96.0	4.0
Bowdoinham	$\boxed{34.6}$	57.7	7.7
Fayette	-	100.0	-
Greenville	-	100.0	-
Islesboro	-	92.3	7.7
Parkman	-	100.0	-
Poland	4.5	95.5	-

TABLE V-29

LIBRARY USERS BY CITY

(n=716)

	Dull, Boring	Exciting	Neither, Both, D.K.
% Responding	14.1%	45.8%	40.1%
City			
Augusta	$\boxed{46.9}$	8.2	44.9
Bangor	14.0	41.9	44.1
Biddeford	26.7	26.7	46.6
Caribou	4.1	49.0	46.9
Portland	$\boxed{40.0}$	22.0	38.0
Presque Isle	6.1	61.2	32.7
Sanford	8.0	60.0	32.0
Bridgton	3.2	45.2	51.6
Eastport	9.7	41.9	48.4
Fort Kent	2.9	82.4	14.7
Millinocket	-	71.9	28.1
Orono	2.7	62.2	35.1
Thomaston	3.2	77.4	19.4
York	5.6	27.8	66.6
Blue Hill	-	72.0	28.0
Bowdoinham	$\boxed{65.4}$	15.4	19.2
Fayette	-	60.0	40.0
Greenville	9.1	31.8	59.1
Islesboro	7.7	26.9	65.4
Parkman	12.5	-	87.5
Poland	-	72.7	27.3

TABLE V-30

LIBRARY USERS, BY CITY

(n=716)

	Well Lighted	Poorly Lighted	Neither, Both, D.K.
% Respondents	85.9%	6.4%	7.7%
City			
Augusta	44.9	30.6	24.5
Bangor	67.4	14.0	18.6
Biddeford	84.4	6.7	8.9
Caribou	95.9	-	4.1
Portland	68.0	16.0	16.0
Presque Isle	100.0	-	-
Sanford	96.0	4.0	-
Bridgton	83.9	3.2	12.9
Eastport	77.4	-	22.6
Fort Kent	100.0	-	-
Millinocket	100.0	-	-
Orono	97.3	2.7	-
Thomaston	93.6	3.2	3.2
York	91.7	-	8.3
Blue Hill	92.0	-	8.0
Bowdoinham	80.8	19.2	-
Fayette	95.0	5.0	-
Greenville	91.0	4.5	4.5
Islesboro	80.8	7.7	11.5
Parkman	100.0	-	-
Poland	100.0	-	-

TABLE V-31

LIBRARY USERS BY CITY

(n=716)

	Uncomfortable	Comfortable	Neither, Both, D.K.
% Respondents	9.5%	73.7%	16.8%
City			
Augusta	8.2	53.0	38.8
Bangor	20.9	65.1	14.0
Biddeford	20.0	68.9	11.1
Caribou	4.1	83.7	12.2
Portland	20.0	58.0	22.0
Presque Isle	-	98.0	2.0
Sanford	16.0	70.0	14.0
Bridgton	9.7	64.5	25.8
Eastport	6.5	74.1	19.4
Fort Kent	5.9	88.2	5.9
Millinocket	-	90.6	9.4
Orono	2.7	86.5	10.8
Thomaston	3.2	83.9	12.9
York	2.8	72.2	25.0
Blue Hill	-	84.0	16.0
Bowdoinham	38.5	34.6	26.9
Fayette	10.0	50.0	40.0
Greenville	18.2	77.3	4.5
Islesboro	-	76.9	23.1
Parkman	-	75.0	25.0
Poland	-	95.5	4.5

13. Does your local public library offer any of the following services?

	Indicate have	Indicate want
Telephone book renewal	51%	14%
Book delivery to shut ins	23%	27%
Telephone reference service	37%	12%
Inter-library loans	46%	13%
Photocopier	16%	21%
Bookmobile service	14%	10%
Microfilms	17%	17%
Extended vacation loans	43%	15%
Reading list	63%	9%
Book slot	63%	11%
WATS	10%	18%
Reserve books	88%	3%
TV lounge	2%	14%
Record listening facility	20%	30%

Responses to library services questions were tabulated solely by town. Librarians were also asked what services they provided. Comparisons can be seen in Tables V-32 through V-45.

A wide disparity between towns in terms of knowledge of services can be readily seen. For example, 36% of the Portland respondents thought they had telephone book renewal, but the librarian did not check it as a service offered. Yet 92% of Blue Hill respondents knew of their service. Sixty-seven percent of the Bangor respondents did not know whether or not they had telephone book renewal in their library. In five of the towns without the service at least a third of the respondents wanted the service. In some instances over a third of the respondents indicated a desire for a service which they already received (without their being aware of it). For example, 41% of Caribou's respondents desired a record listening facility, which they already had.

Table V-46 shows priorities in desires, taking the libraries not offering the service and figuring the percent of them where a third or more respondents indicated a desire for the service.

14. Why don't people use their local public library?

Too busy	14%	TV	10%
Other source materials	15%	No interest	45%
Transportation parking	9%	Conflicting hours	4%
Need introduction	11%	Other	14%
Inadequate collection	10%	Don't know, N/A	11%
Other library factors	10%		

Sex does not appear to be related, nor readership, city size, or use of another library. However, changes in response can be seen by: attitude, library use, age, education and income.

TABLE V-32

TELEPHONE BOOK RENEWAL[1]
LIBRARY USERS BY CITY

(n=716)

	- - Library Has - -			Would Like
	Yes	No	D.K.	
% Respondents	50.4%	19.3%	30.3%	13.8%
City				
Augusta	40.8	10.2	49.0	8.2
*Bangor	16.3	16.3	$\boxed{67.4}$	$\boxed{48.8}$
Biddeford	22.2	24.4	$\boxed{53.3}$	11.1
Caribou	77.6	8.2	14.3	14.3
*Portland	$\boxed{36.0}$	18.0	46.0	$\boxed{34.0}$
Presque Isle	75.5	10.2	14.3	2.0
Sanford	68.0	8.0	24.0	4.0
*Eastport	29.0	48.4	22.6	$\boxed{35.5}$
Fort Kent	67.6	11.8	20.6	29.4
Millinocket	56.3	12.5	31.3	3.1
Orono	$\boxed{91.9}$	-	8.1	2.7
Thomaston	29.0	19.4	$\boxed{51.6}$	-
York	61.1	8.3	30.6	5.6
Blue Hill	$\boxed{92.0}$	-	8.0	-
*Bowdoinham	$\boxed{42.3}$	38.5	19.2	$\boxed{42.3}$
**Fayette	40.0	45.0	15.0	-
*Greenville	$\boxed{40.9}$	31.8	27.3	-
*Islesboro	11.5	53.8	34.6	7.7
*Parkman	-	87.5	12.5	$\boxed{37.5}$
Poland	$\boxed{90.9}$	4.5	4.5	-

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[1] Both North Bridgton and Bridgton were included; since the libraries differ, they were not to be compared to librarian responses.

* Librarians did not indicate service

** Telephone in librarian's home

TABLE V-33

BOOK DELIVERY TO SHUT-INS
LIBRARY USERS, BY CITY
(n=716)

	- - Library Has - -			
	Yes	**No**	**D.K.**	**Would Like**
% Respondents	22.8%	23.6%	53.6%	26.8%
City				
Augusta	14.3	28.6	57.1	14.3
Bangor	46.5	14.0	39.5	30.2
*Biddeford	20.0	24.4	55.6	13.3
*Caribou	22.4	30.6	46.9	$\boxed{51.0}$
*Portland	16.0	18.0	66.0	$\boxed{62.0}$
*Presque Isle	20.4	14.3	65.3	4.1
*Sanford	24.0	8.0	68.0	12.0
Eastport	16.1	48.4	35.5	$\boxed{48.4}$
Fort Kent	$\boxed{5.9}$	26.5	67.6	$\boxed{88.2}$
*Millinocket	9.4	25.0	65.6	12.5
*Orono	24.3	8.1	67.6	$\boxed{59.5}$
*Thomaston	29.0	6.5	64.5	3.2
York	30.6	5.6	63.9	16.7
**Blue Hill	16.	36.0	48.0	4.0
*Bowdoinham	$\boxed{34.6}$	38.5	26.9	$\boxed{53.8}$
Fayette	55.0	10.0	35.0	-
Greenville	22.7	40.9	36.4	4.5
*Islesboro	19.2	50.0	30.8	3.8
*Parkman	12.5	62.5	25.0	25.0
*Poland	27.3	36.4	36.4	22.7

* Librarians did not indicate service

** On request

TABLE V-34

TELEPHONE REFERENCE SERVICE
LIBRARY USERS, BY CITY
(n=716)

	- - Library Has - -			
	Yes	No	D.K.	Would Like
% Respondents	37.3%	26.0%	36.7%	12.4%
City				
Augusta	36.7	20.4	42.9	12.2
Bangor	$\boxed{74.4}$	11.6	14.0	4.7
Biddeford	42.2	11.1	46.7	8.9
Caribou	34.7	14.3	$\boxed{51.0}$	30.6
Portland	60.0	8.0	32.0	24.0
Presque Isle	40.8	18.4	40.8	-
Sanford	24.0	14.0	62.0	4.0
*Eastport	22.6	58.1	19.4	22.6
Fort Kent	50.0	17.6	32.4	$\boxed{50.0}$
Millinocket	34.4	28.1	37.5	3.1
Orono	37.8	16.2	45.9	16.2
Thomaston	35.5	19.4	45.2	-
York	50.0	11.1	38.9	2.8
Blue Hill	52.0	16.0	32.0	-
*Bowdoinham	11.5	84.6	3.8	$\boxed{46.2}$
*Fayette	30.0	40.0	30.0	-
*Greenville	22.7	50.0	27.3	-
*Islesboro	7.7	69.2	23.1	3.8
*Parkman	-	87.5	12.5	25.0
Poland	40.9	36.4	22.7	4.5

* Librarians did not indicate service

TABLE V-35

INTERLIBRARY LOANS
LIBRARY USERS, BY CITY
(n=716)

	- - Library Has - -			
	Yes	No	D.K.	Would Like
% Respondents	46.1%	12.7%	41.2%	13.1%
City				
Augusta	26.5	12.2	61.2	10.2
Bangor	48.8	4.7	46.5	27.9
Biddeford	8.9	26.7	64.4	15.6
Caribou	55.1	4.1	40.8	16.3
Portland	42.0	8.0	50.0	38.0
Presque Isle	40.8	10.2	49.0	-
Sanford	34.0	18.0	48.0	2.0
Eastport	67.7	3.2	29.0	16.1
Fort Kent	44.1	14.7	41.2	47.1
Millinocket	50.0	15.6	34.4	3.1
Orono	70.3	-	29.7	13.5
Thomaston	48.4	6.5	45.2	-
York	44.4	11.1	44.4	8.3
Blue Hill	76.0	4.0	20.0	-
*Bowdoinham	38.5	38.5	23.1	38.5
*Fayette	50.0	15.0	35.0	-
Greenville	54.5	9.1	36.4	-
Islesboro	53.8	23.1	23.1	-
*Parkman	37.5	50.0	12.5	-
Poland	81.8	9.1	9.1	9.1

* Librarians did not indicate service

TABLE V-36

PHOTOCOPIER TO COPY PAGES
LIBRARY USERS, BY CITY
(n= 716)

	- - Library Has - -			
	Yes	No	D.K.	Would Like
% Responding	16.2%	50.4%	33.4%	21.2%
City				
*Augusta	16.3	44.9	38.8	16.3
Bangor	55.8	11.6	32.6	20.9
Biddeford	33.3	46.7	20.0	20.0
*Caribou	10.2	36.7	53.1	61.2
Portland	74.0	4.0	22.0	18.0
Presque Isle	14.3	24.5	61.2	2.0
*Sanford	8.0	42.0	50.0	8.0
*Eastport	-	77.4	22.6	35.5
*Fort Kent	2.9	55.9	41.2	82.4
Millinocket	12.5	25.0	62.5	3.1
*Orono	8.1	64.9	27.0	24.3
*Thomaston	-	54.8	45.2	6.5
*York	-	77.8	22.2	19.4
*Blue Hill	8.0	60.0	32.0	4.0
*Bowdoinham	3.8	92.3	3.8	42.3
*Fayette	5.0	80.0	15.0	5.0
*Greenville	4.5	68.2	27.3	-
*Islesboro	-	96.2	3.8	7.7
*Parkman	12.5	75.0	12.5	12.5
*Poland	4.5	54.5	40.9	31.8

* Librarians did not indicate service

TABLE V-37

BOOKMOBILE SERVICE
LIBRARY USERS, BY CITY
(n=716)

	- - Library Has - -			
	Yes	No	D.K.	Would Like
% Responding	14.0%	64.8%	21.2%	10.1%
City				
*Augusta	16.3	65.3	18.4	6.1
*Bangor	32.6	27.9	39.5	32.6
*Biddeford	8.9	75.6	15.6	17.8
*Caribou	22.4	53.1	24.5	14.3
*Portland	12.0	34.0	54.0	30.0
*Presque Isle	20.4	57.1	22.4	-
*Sanford	18.0	40.0	42.0	6.0
Eastport	-	87.1	12.9	19.4
*Fort Kent	76.5	14.7	8.8	8.8
*Millinocket	-	75.0	25.0	3.1
*Orono	2.7	81.1	16.2	13.5
*Thomaston	-	74.2	25.8	-
*York	-	83.3	16.7	11.1
*Blue Hill	4.0	92.0	4.0	-
*Bowdoinham	7.7	88.5	3.8	3.8
Fayette	5.0	95.0	-	-
*Greenville	-	86.4	13.6	-
*Islesboro	-	96.2	3.8	7.7
Parkman	12.5	87.5	-	-
*Poland	4.5	86.4	9.1	-

* Librarians did not indicate service

TABLE V-38

MICROFILMED NEWSPAPERS, ETC.
LIBRARY USERS, BY CITY
(n=716)

	- - Library Has - -			
	Yes	No	D.K.	Would Like
% Responding	16.8%	52.1%	31.0%	16.5%
City				
*Augusta	20.4	42.9	34.7	22.4
Bangor	$\boxed{83.7}$	-	16.3	11.6
Biddeford	26.7	44.4	28.9	15.6
*Caribou	6.1	55.1	38.8	$\boxed{38.8}$
Portland	52.0	10.0	38.0	32.0
*Presque Isle	16.3	40.8	42.9	2.0
*Sanford	12.0	42.0	46.0	10.0
*Eastport	9.7	67.7	22.6	$\boxed{38.7}$
*Fort Kent	2.9	67.6	29.4	$\boxed{44.1}$
*Millinocket	3.1	37.5	$\boxed{59.4}$	6.3
*Orono	5.4	56.8	37.8	13.5
*Thomaston	12.9	51.6	35.5	-
*York	2.8	75.0	22.2	11.1
*Blue Hill	8.0	72.0	20.0	-
*Bowdoinham	-	92.3	7.7	30.8
*Fayette	-	70.0	30.0	5.0
*Greenville	13.6	59.1	27.3	-
*Islesboro	3.8	84.6	11.5	3.8
*Parkman	-	87.5	12.5	12.5
*Poland	4.5	63.6	31.8	18.2

* Librarians did not indicate service

TABLE V-39

EXTENDED LOANS FOR VACATIONERS
LIBRARY USERS, BY CITY
(n=716)

	Yes	No	D.K.	Would Like
% Respondents	42.5%	13.8%	43.6%	14.5%
City				
Augusta	40.8	10.2	49.0	4.1
Bangor	41.9	14.0	44.2	37.2
Biddeford	40.0	17.8	42.2	15.6
Caribou	32.7	20.4	46.9	36.7
*Portland	28.0	20.0	52.0	44.0
*Presque Isle	26.5	16.3	57.1	–
Sanford	42.0	6.0	52.0	–
Bridgton	32.3	22.6	45.2	3.2
Eastport	32.3	19.4	48.4	16.1
Fort Kent	64.7	17.6	17.6	26.5
Millinocket	56.3	3.1	40.6	–
Orono	56.8	5.4	37.8	27.0
*Thomaston	22.6	12.9	64.5	–
*York	33.3	16.7	47.2	5.6
**Blue Hill	60.0	–	40.0	–
Bowdoinham	53.8	23.1	23.1	23.1
Fayette	65.0	5.0	30.0	5.0
Greenville	50.0	9.1	40.9	–
Islesboro	73.1	3.8	23.1	–
*Parkman	37.5	12.5	50.0	12.5
Poland	40.9	27.3	31.8	18.2

* Librarians did not indicate service

** On request

TABLE V-40

BOOK, READING LIST ON SELECTED TOPICS
LIBRARY USERS , BY CITY
(n=716)

	- - Library Has - -			
	Yes	No	D.K.	Would Like
% Respondents	62.7%	14.1%	23.0%	8.9%
City				
*Augusta	55.1	20.4	24.5	8.2
Bangor	81.4	2.3	16.3	9.3
*Biddeford	62.2	4.4	31.1	6.7
Caribou	67.3	6.1	26.5	18.4
Portland	64.0	14.0	22.0	12.0
Presque Isle	73.5	10.2	16.3	-
*Sanford	78.0	10.0	12.0	-
Eastport	51.6	22.6	25.8	22.6
Fort Kent	$\boxed{94.1}$	2.9	2.9	5.9
*Millinocket	$\boxed{81.3}$	-	18.8	-
*Orono	51.4	10.8	37.8	27.0
*Thomaston	64.5	6.5	29.0	-
York	50.0	27.8	22.2	5.6
*Blue Hill	44.0	28.0	28.0	-
*Bowdoinham	69.2	19.2	11.5	26.9
*Fayette	30.0	15.0	$\boxed{55.0}$	5.0
*Greenville	50.0	22.7	27.3	-
* Islesboro	34.6	30.8	34.6	7.7
*Parkman	25.0	62.5	12.5	12.5
*Poland	68.2	18.2	13.6	27.3

* Librarians did not indicate service

TABLE V-41

BOOK SLOT FOR RETURNING BOOKS WHEN THE LIBRARY IS CLOSED
LIBRARY USERS, BY CITY
(n=716)

	- - Library Has - -			
	Yes	No	D.K.	Would Like
% Respondents	63.0%	28.6%	8.4%	11.3%
City				
Augusta	51.0	24.5	24.5	12.2
Bangor	69.8	20.9	9.3	16.3
*Biddeford	13.3	75.6	11.1	22.2
Caribou	91.8	4.1	4.1	6.1
Portland	40.0	30.0	30.0	36.0
Presque Isle	85.7	6.1	8.2	-
Sanford	82.0	12.0	6.0	-
Eastport	80.6	9.7	9.7	6.5
Fort Kent	94.1	2.9	2.9	5.9
Millinocket	87.5	9.4	3.1	-
Orono	97.3	2.7	-	-
Thomaston	90.3	9.7	-	-
York	100.0	-	-	-
Blue Hill	100.0	-	-	-
*Bowdoinham	23.1	69.2	7.7	42.3
**Fayette	10.0	80.0	10.0	10.0
*Greenville	4.5	95.5	-	4.5
*Islesboro	11.5	76.9	11.5	19.2
*Parkman	-	100.0	-	25.0
*Poland	9.1	90.9	-	54.5

* Librarians did not indicate service

** In librarian's home

TABLE V-42

WATS LINE TO STATE LIBRARY[1]
LIBRARY USERS, BY CITY
(n=716)

	- - Library Has - -			
	Yes	No	D.K.	Would Like
% Respondents	10.3%	33.8%	55.9%	18.4%
City				
Bangor	$\boxed{7.0}$	9.3	83.7	$\boxed{51.2}$
*Biddeford	6.7	31.1	62.2	13.3
*Caribou	10.2	16.3	73.5	$\boxed{42.9}$
*Portland	14.0	18.0	68.0	$\boxed{40.0}$
Presque Isle	18.4	14.3	67.3	-
*Sanford	14.0	16.0	70.0	2.0
*Eastport	-	74.2	25.8	$\boxed{41.9}$
Fort Kent	26.5	17.6	55.9	$\boxed{55.9}$
*Millinocket	21.9	15.6	62.5	-
Orono	10.8	16.2	73.0	18.9
*Thomaston	6.5	6.5	87.1	3.2
*York	2.8	36.1	61.1	5.6
Blue Hill	8.0	24.0	68.0	-
*Bowdoinham	11.5	73.1	15.4	$\boxed{38.5}$
*Fayette	15.0	50.0	35.0	5.0
*Greenville	-	50.0	50.0	-
*Islesboro	3.8	73.1	23.1	3.8
*Parkman	-	87.5	12.5	25.0
Poland	31.8	18.2	50.0	13.6

[1] Not asked of Augusta since State Library is in Augusta

* Librarians did not indicate service

TABLE V-43

SYSTEM WHEREBY USERS CAN "RESERVE" A BOOK
LIBRARY USERS, BY CITY
(n=716)

	- - Library Has - -			
	Yes	No	D.K.	Would Like
% Respondents	87.8%	3.4%	8.8%	2.9%
City				
Augusta	73.5	8.2	18.4	4.1
Bangor	93.0	2.3	4.7	7.0
Biddeford	86.7	6.7	6.7	-
Caribou	79.6	6.1	14.3	8.2
*Portland	$\boxed{88.0}$	4.0	8.0	4.0
Presque Isle	100.0	-	-	-
Sanford	94.0	-	6.0	-
*Eastport	$\boxed{87.1}$	6.5	6.5	3.2
Fort Kent	94.1	-	5.9	2.9
Millinocket	100.0	-	-	-
Orono	89.2	2.7	8.1	8.1
Thomaston	87.1	3.2	9.7	-
York	94.4	-	5.6	2.8
Blue Hill	100.0	-	-	-
*Bowdoinham	$\boxed{88.5}$	-	11.5	11.5
Fayette	85.0	-	15.0	-
Greenville	81.8	4.5	13.6	-
Islesboro	76.9	7.7	15.4	-
*Parkman	$\boxed{37.5}$	37.5	25.0	12.5
Poland	95.5	-	4.5	-

* Librarians did not indicate service

TABLE V-44

LOUNGE EQUIPPED WITH A TV SET
LIBRARY USERS, BY CITY
(n=716)

	- - Library Has - -			
	Yes	No	D.K.	Would Like
% Responding	2.0%	89.0%	9.1%	14.2%
City				
*Augusta	4.1	81.6	14.3	22.4
*Bangor	2.3	79.1	18.6	14.0
*Biddeford	2.2	97.8	-	33.3
*Caribou	4.1	71.4	24.5	22.4
Portland	-	86.0	14.0	30.0
*Presque Isle	4.1	83.7	12.2	-
*Sanford	-	92.0	8.0	12.0
*Eastport	-	100.0	-	-
*Fort Kent	2.9	94.1	2.9	38.2
*Millinocket	.1	78.1	18.8	-
*Orono	-	89.2	10.8	5.4
*Thomaston	-	96.8	3.2	-
*York	-	91.7	8.3	2.8
*Blue Hill	8.0	92.0	-	-
*Bowdoinham	-	100.0	-	38.5
*Fayette	-	100.0	-	10.0
*Greenville	-	100.0	-	-
*Islesboro	-	92.3	7.7	3.8
*Parkman	-	87.5	12.5	12.5
*Poland	9.1	86.4	4.5	13.6

* Librarians did not indicate service

TABLE V-45

LISTENING FACILITY FOR RECORDS
LIBRARY USERS , BY CITY
(n=716)

	- - Library Has - -			
	Yes	No	D.K.	Would Like
% Responding	20.4%	62.8%	16.8%	29.6%
City				
*Augusta	8.2	67.3	24.5	28.6
*Bangor	18.6	48.8	32.6	$\boxed{60.5}$
*Biddeford	35.6	60.0	4.4	$\boxed{35.6}$
Caribou	$\boxed{28.6}$	46.9	24.5	$\boxed{40.8}$
Portland	38.0	34.0	28.0	$\boxed{44.0}$
*Presque Isle	18.4	46.9	34.7	6.1
*Sanford	10.0	72.0	18.0	14.0
Eastport	58.1	32.3	9.7	19.4
*Fort Kent	2.9	91.2	5.9	$\boxed{70.6}$
Millinocket	71.9	9.4	18.8	6.3
*Orono	16.2	70.3	13.5	$\boxed{54.1}$
*Thomaston	-	80.6	19.4	3.2
*York	2.8	86.1	11.1	27.8
*Blue Hill	20.0	68.0	12.0	24.0
*Bowdoinham	-	100.0	-	$\boxed{65.4}$
*Fayette	-	95.0	5.0	20.0
*Greenville	4.5	81.8	13.6	-
* Islesboro	7.7	84.6	7.7	7.7
*Parkman	-	87.5	12.5	$\boxed{37.5}$
Poland	45.5	40.9	13.6	27.3

* Librarians did not indicate service

TABLE V-46

DESIRED SERVICES IN ORDER OF PREFERENCE*

High Priority

Telephone Book Renewal
Book Delivery to Shut-ins

Moderate Priority

Record Listening Facility
Interlibrary Loans
WATS Line
Photocopier
Vacation Loans

Low Priority

Microfilms
Telephone Reference Service
Bookslot
Lounge with TV

No Apparent Interest

Bookmobile
Book Reading list
Book Reserve

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* Of libraries not having this service, the percent of communities where 1/3 more of the respondents indicated a desire for the service.

Those using the library infrequently are less apt to indicate "no interest"; those using the library frequently are less apt to indicate "too busy". Those under age 20 are more apt to indicate library factors as a deterrent to use; those over 60 are less apt to indicate library factors, and less apt to indicate "too busy". Low education and low income respondents are less apt to indicate "too busy" and "other sources", while low education respondents are also less apt to indicate parking and transportation problems. Less pleased respondents are more than twice as likely to cite library factors as a deterrent to use. Conversely, extra enthusiastic respondents are half as likely to cite them. Less pleased respondents are also nearly half as likely to give "no interest" as a deterrent to library use. (See Table V-47.) See Exhibit I for verbatim comments.

15. Which of the following loan services does your library have?

	Library offers	Would like
Cameras	--%	19%
Records	45%	19%
Art reproductions	5%	20%
Films	8%	24%
TV cameras	--%	14%
Tape recorders	1%	29%

Tabulated solely by town. As can be seen in Tables V-48 through V-53 there is a wide disparity of desire and knowledge from city to city. Augusta, for example, shows high interest in loan facilities: cameras, records, art reproductions, and tape recorder loans. But the Lithgow Library already offers record loans (only 16.3% of the respondents were aware of this). Conversely, in Bowdoinham, a town that does not offer record loans, 65% of the respondents indicated it did.

Table V-54 gives the desired loan services in order of preference, by taking the percent of communities not offering a service where a third or more respondents desire the service.

16. Is there a store in your town which sells . . . ?

	Hardcover books sold	No hardcovers, but paperbacks	No hardcovers, or paperbacks
% responding	48%	40%	11%

Tabulated solely by city. A disparity can be seen in some towns, like Caribou, where the population is split as to store presence. (See Table V-55.)

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TABLE V-47

REASONS FOR NOT USING THE LIBRARY (MORE)

	Too Busy	Other Sources	Pkg & Trans	Library Factors	TV	No Int	Need Introduction
User Type (n=716)							
% Respondents	14%	15%	9%	23%	12%	45%	11%
Library Use							
less than 1/month	$\boxed{22}$	$\boxed{26}$	9	30	9	$\boxed{29}$	9
1-2/month	15	13	8	19	13	44	10
3-4/month	10	8	10	23	11	55	12
5 or more/month	$\boxed{4}$	11	9	21	15	54	10
Age							
under 20	15	14	13	$\boxed{42}$	$\boxed{4}$	35	8
20-29	15	16	10	$\boxed{34}$	8	35	12
30-39	16	16	9	21	12	42	15
40-49	16	15	6	15	17	51	12
50-59	14	20	8	15	13	48	$\boxed{2}$
60 or more	$\boxed{5}$	10	7	$\boxed{12}$	16	57	12
Education							
less than high school	$\boxed{3}$	$\boxed{3}$	$\boxed{3}$	15	8	45	$\boxed{3}$
completed high school	16	14	8	17	11	43	5
some college	15	15	8	19	14	47	17
graduated college or more	11	18	9	22	17	50	13

TABLE V-47 (cont)

REASONS FOR NOT USING THE LIBRARY (MORE)

	Too Busy	Other Sources	Pkg & Trans	Library Factors	TV	No Int	Need Introduction
User Type (n=716)							
Income							
less than $5,000	$\boxed{7\%}$	$\boxed{7\%}$	11%	18%	13%	44%	7%
$5,000 - $9,999	14	11	9	21	15	47	9
$10,000 - $14,999	16	17	12	21	11	46	14
$15,000 and over	8	24	7	26	17	45	12
Attitude							
less pleased	10	18	11	$\boxed{54}$	9	$\boxed{26}$	7
positive	10	19	10	23	13	47	13
extra enthusiastic	17	11	7	$\boxed{11}$	13	50	10

EXHIBIT I

Every 20th questionnaire: verbatim response to the question:

"People differ quite a bit as to why they do not use the public library. What would you say are some of the major reasons why some people don't use their local public library? "

Don't know how and timid about asking.

People don't realize how useful and varied library services are; people are too busy.

Don't really know.

People don't realize how useful library can be.

No interest in reading.

People don't take time.

Don't familiarize themselves with it.

Not readers.

Books in home; too lazy.

Some people don't read.

Would rather buy books.

Prefer TV.

Addicted to TV.

Not interested in reading.

Laziness; don't like to read.

Don't enjoy reading, bookmobile, TV.

Paperbacks, busy, poor selection of books, not keeping up-to-date.

Don't read.

Not interested.

Books need to be updated, bigger selection.

EXHIBIT I (Continued)

Busy, so much else to do, TV.

Inadequate.

Books out-dated.

Own books.

Some people don't read; paperbacks.

If it had a branch where older people could get to it; can use State Library.

Some people aren't readers, personal library.

Out of school, no need, magazines.

No need.

Too busy.

Don't know; people don't want to learn things.

Small library.

Time, poor selection of books, recent development in farming.

Don't take time, read at home.

Some can't find book they want.

Not interested in reading, have reading at home.

Don't read, not familiar with library.

TV, children don't read.

Limited hours, don't like to read.

Uninterested.

Not interested in reading, crabby librarians, university library.

Ignorance.

TABLE V-48

CAMERA LOANS[1] LIBRARY USERS, BY CITY

(n=716)

	-- Library Has Yes	-- No	D.K.	Would Like
% Responding	-	78.5%	21.5%	18.6%
City				
Augusta	-	77.6	22.4	$\boxed{34.7}$
Bangor	-	65.1	34.9	30.2
Biddeford	-	86.7	13.3	22.2
Caribou	-	57.1	42.9	12.2
Portland	-	60.0	40.0	$\boxed{48.0}$
Presque Isle	-	75.5	24.5	4.1
Sanford	-	72.0	28.0	18.0
Eastport	-	93.5	6.5	16.1
Fort Kent	-	70.6	29.4	$\boxed{58.8}$
Millinocket	-	81.3	18.8	6.3
Orono	-	75.7	24.3	8.1
Thomaston	-	83.9	16.1	-
York	-	88.9	11.1	8.3
Blue Hill	-	92.0	8.0	12.0
Bowdoinham	-	96.2	3.8	$\boxed{34.6}$
Fayette	-	90.0	10.0	-
Greenville	-	95.5	4.5	4.5
Islesboro	-	96.2	3.8	7.7
Parkman	-	75.0	25.0	25.0
Poland	-	68.2	31.8	-

---

[1] Bridgton and North Bridgton were lumped, although their loan services differ, so Bridgton was dropped from these comparisons. No librarian indicated this loan service.

TABLE V-49

RECORD LOANS LIBRARY USERS, BY CITY

(n=716)

	-- Library Has	--		
	Yes	No	D.K.	Would Like
% Responding	45.4%	35.5%	19.0%	18.7%
City				
Augusta	$\boxed{16.3}$	65.3	18.4	$\boxed{40.8}$
*Bangor	$\boxed{37.2}$	25.6	37.2	$\boxed{32.6}$
Biddeford	71.1	22.2	6.7	8.9
Caribou	46.9	28.6	24.5	12.2
Portland	34.0	26.0	40.0	$\boxed{46.0}$
*Presque Isle	22.4	46.9	30.6	16.3
Sanford	52.0	34.0	14.0	8.0
Eastport	35.5	41.9	22.6	12.9
Fort Kent	70.6	8.8	20.6	23.5
Millinocket	40.6	34.4	25.0	12.5
Orono	81.1	8.1	10.8	13.5
Thomaston	58.1	22.6	19.4	6.5
York	47.2	44.4	8.3	13.9
**Blue Hill	20.0	76.0	4.0	28.0
*Bowdoinham	$\boxed{65.4}$	26.9	7.7	15.4
*Fayette	-	85.0	15.0	$\boxed{40.0}$
Greenville	36.4	54.5	9.1	13.6
Islesboro	61.5	34.6	3.8	7.7
Parkman	50.0	25.0	25.0	-
Poland	63.6	13.6	22.7	-

* Librarians did not indicate this loan service

** Just starting.

TABLE V-50

FRAMED ART REPRODUCTION LOANS LIBRARY USERS, BY CITY*

(n=716)

	-- Library Has	--		
	Yes	No	D.K.	Would Like
% Responding	4.6%	69.1%	26.3%	20.3%
City				
Augusta	2.0	65.3	32.7	$\boxed{38.8}$
Bangor	14.0	44.2	41.9	30.2
Biddeford	2.2	75.6	22.2	15.6
Caribou	-	57.1	42.9	20.4
Portland	10.0	42.0	48.0	$\boxed{48.0}$
Presque Isle	4.1	73.5	22.4	6.1
Sanford	4.0	60.0	36.0	12.0
Eastport	3.2	83.9	12.9	16.1
Fort Kent	8.8	61.8	29.4	$\boxed{61.8}$
Millinocket	6.3	65.6	28.1	-
Orono	10.8	62.2	27.0	27.0
Thomaston	-	74.2	25.8	-
York	-	83.3	16.7	11.1
Blue Hill	4.0	80.0	16.0	20.0
Bowdoinham	7.7	88.5	3.8	30.8
Fayette	-	85.0	15.0	5.0
Greenville	-	86.4	13.6	-
Islesboro	3.8	92.3	3.8	7.7
Parkman	-	75.0	25.0	25.0
Poland	9.1	59.1	31.8	13.6

* No librarian indicated this loan service.

TABLE V-51

FILM LOANS* LIBRARY USERS, BY CITY

(n=716)

	-- Library Has --			
	Yes	No	D.K.	Would Like
% Responding	7.7%	63.8%	28.5%	24.3%
City				
Augusta	$\boxed{6.1}$	67.3	26.5	30.6
Bangor	20.9	30.2	48.8	$\boxed{39.5}$
Biddeford	20.0	51.1	28.9	20.0
Caribou	2.0	59.2	38.8	38.8
**Portland	18.0	28.0	$\boxed{54.0}$	$\boxed{52.0}$
**Presque Isle	10.2	53.1	36.7	4.1
**Sanford	10.0	56.0	34.0	24.0
Eastport	-	74.2	25.8	22.6
Fort Kent	8.8	52.9	38.2	$\boxed{67.6}$
Millinocket	$\boxed{6.3}$	56.3	37.5	9.4
Orono	2.7	67.6	29.7	10.8
Thomaston	$\boxed{9.7}$	67.7	22.6	3.2
York	-	86.1	13.9	19.4
Blue Hill	4.0	84.0	12.0	12.0
Bowdoinham	-	96.2	3.8	$\boxed{46.2}$
Fayette	-	85.0	15.0	-
Greenville	-	86.4	13.6	22.7
Islesboro	3.8	92.3	3.8	7.7
Parkman	-	87.5	12.5	25.0
Poland	4.5	68.2	27.3	13.6

* Only Augusta, Millinocket, and Thomaston librarians indicated this service.

** Borrowed from state library.

TABLE V-52

TV CAMERA LOANS LIBRARY USERS, BY CITY*

(n=716)

	-- Library Has	--		
	Yes	No	D.K.	Would Like
% Responding	-%	78.2%	21.8%	13.8%
City				
Augusta	-	81.6	18.4	28.6
Bangor	-	74.4	25.6	23.3
Biddeford	-	84.4	15.6	13.3
Caribou	-	59.2	40.8	16.3
Portland	-	46.0	$\boxed{54.0}$	28.0
Presque Isle	-	77.6	22.4	2.0
Sanford	-	74.0	26.0	14.0
Eastport	-	93.5	6.5	12.9
Fort Kent	-	38.2	$\boxed{61.8}$	$\boxed{44.1}$
Millinocket	-	81.3	18.8	-
Orono	-	73.0	27.0	5.4
Thomaston	-	87.1	12.9	-
York	-	94.4	5.6	8.3
Blue Hill	-	92.0	8.0	8.0
Bowdoinham	-	92.3	7.7	$\boxed{34.6}$
Fayette	-	100.0	-	-
Greenville	-	100.0	-	-
Islesboro	-	100.0	-	3.8
Parkman	-	87.5	12.5	25.0
Poland	-	68.2	31.8	-

* No librarian indicated this loan service.

TABLE V-53

TAPE RECORDER LOANS LIBRARY USERS, BY CITY*

(n=716)

	-- Library Has	--		
	Yes	No	D.K.	Would Like
% Responding	1.3%	75.1%	23.6%	28.8%
City				
Augusta	2.0	75.5	22.4	$\boxed{46.9}$
Bangor	-	62.8	37.2	$\boxed{41.9}$
Biddeford	2.2	80.0	17.8	$\boxed{44.4}$
Caribou	2.0	59.2	38.8	$\boxed{40.8}$
** Portland	4.0	38.0	58.0	$\boxed{60.0}$
Presque Isle	2.0	65.3	32.7	8.2
Sanford	2.0	72.0	26.0	20.0
Eastport	-	93.5	6.5	22.6
Fort Kent	2.9	58.8	38.2	$\boxed{76.5}$
Millinocket	-	81.3	18.8	9.4
Orono	-	73.0	27.0	16.2
Thomaston	-	71.0	29.0	9.7
York	-	97.2	2.8	13.9
Blue Hill	4.0	88.0	8.0	12.0
Bowdoinham	-	96.2	3.8	$\boxed{46.2}$
Fayette	-	90.0	10.0	25.0
Greenville	-	100.0	-	4.5
Islesboro	-	100.0	-	11.5
Parkman	-	75.0	25.0	25.0
Poland	-	68.2	31.8	18.2

* No librarian indicated this loan service

** In the 1970 budget.

TABLE V-54

DESIRED LOANS
IN ORDER OF PREFERENCE*

High Priority

Record Loans

Moderate Priority

Tape Recorder Loans
Film Loans
Camera Loans

Low Priority

Art Reproduction Loans
TV Camera Loans

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* Of communities not offering this service, percent of communities where 1/3 or more respondents indicate desire for the service.

TABLE V-55

STORES IN YOUR TOWN WHICH SELL BOOKS LIBRARY USERS, BY CITY

(n=716)

	Store/Hardcover		Store/Paperback	
	Yes	No	Yes	No
% Responding	47.9%	51.7%	39.8%	11.3%
City				
Augusta	87.8	12.2	10.2	2.0
Bangor	81.4	18.6	9.3	9.3
Biddeford	68.9	31.1	31.1	-
Caribou	$\boxed{53.1}$	$\boxed{46.9}$	40.8	4.1
Portland	76.0	24.0	20.0	2.0
Presque Isle	87.8	12.2	12.2	-
Sanford	90.0	8.0	8.0	-
Bridgton	19.4	77.4	67.7	6.5
Eastport	9.7	90.3	77.4	12.9
Fort Kent	$\boxed{50.0}$	$\boxed{50.0}$	44.1	5.9
Millinocket	$\boxed{53.1}$	$\boxed{46.9}$	43.8	-
Orono	67.6	32.4	29.7	2.7
Thomaston	16.1	83.9	83.9	-
York	11.1	88.9	88.9	-
Blue Hill	4.0	96.0	80.0	16.0
Bowdoinham	-	96.2	7.7	88.5
Fayette	-	100.0	5.0	95.0
Greenville	13.6	86.4	72.7	13.6
Islesboro	-	100.0	80.8	19.2
Parkman	-	100.0	12.5	87.5
Poland	4.5	95.5	81.8	13.6

17. Is a daily newspaper delivered to your home?

	Yes	No
% responding	80%	19%

Seems affected by city size, readership, and the presence of bookstores. A respondent in a small town is less apt to have a newspaper delivered. Low readers are somewhat less likely (than high readers) to have a newspaper delivered. Where there is no bookstore, respondents are less apt to have a newspaper delivered. (See Table V-56.)

18. How many magazines are delivered?

	None	1-2	3-4	5-6	7-8	9 or more
% responding	11%	17%	27%	26%	9%	10%

Appears to be affected by nearly every breakdown, although to differing degrees.

Strong patterns can be seen with respect to age, education and income. Respondents under age 20 are more apt to live in families receiving one to four magazines and less apt to be receiving five or more magazines; respondents in the 30-39 age group are less apt to receive no magazines; and respondents aged 50-59 are more apt to receive no magazines and less apt to receive one to four magazines. Poorly educated respondents are both less apt to receive five or more magazines and more apt to receive no magazines. Conversely, those with a high education level are less apt to receive no magazines. Income follows much the same pattern, with low income respondents more apt to receive no magazines; high income respondents less apt to receive no magazines or one to four magazines and more apt to receive five or more magazines.

Weaker patterns, with some clear trends, affect city size, library use, marital status, and attitude. Taking each category and finding where the largest number of respondents falls, indicates five or more magazines for small and medium towns and one to four magazines for large towns. Less frequent library users (up to two per month) are more frequently found in the one to four category; while more frequent users are found in the five or more category. From age 30 onward the largest number of respondents are found in the five or more category; while those under 30 tend to be in the one to four category. Likewise, married women with children under 20 (younger respondents), tend to be found in the one to four magazine category, while those single, divorced, or married but with no children under 20 tend to be in the five or more magazine category. Those with a high school education or less are most frequently found under the one to four magazine category; while those with college educations are found in the five or more category. The same pattern holds true for income, except those only with $15,000 or more fall primarily into the five or more magazine category. Those respondents who are less than

TABLE V-56

NEWSPAPER DELIVERED BY RESPONDENT TYPE

	Yes	No
User Type		
% Responding	80%	19%
City Size		
small	$\boxed{68}$	$\boxed{32}$
medium	82	18
large	85	15
Readership*		
low	70	$\boxed{30}$
medium	84	15
high	87	13
Bookstore		
hardcover	87	13
paperback	78	22
none	62	38

* The delivery of a newspaper gives the respondent 1 point.

pleased or positive are more frequently found in the one to four magazine category, while those who are extra enthusiastic are more prevalent in the five or more magazine category. Straight progressions in the five or more magazine column can be detected as to: attitude, income, education, and marital status. (See Table V-57.)

19. Do you now or have you ever belonged to a book club?

	Never belonged	Past membership	Present membership
% responding	33%	47%	19%

Appears to be affected by age, education, income, readership, library use and attitude of respondent (which itself is age-related).

As Table V-58 indicates, book club membership appears to peak in the 30's--probably around age 25-30 is the prime membership time. Teenagers seem little involved--less than half of those from 20-29 have had book club experience. Attitude appears related as would be expected since age also affects attitude--the young are far less pleased and the older are far more pleased with libraries. Those who have not completed high school are less likely to have belonged or to belong presently. Those over $15,000 are more apt to have had membership or to have it currently. Readership is also affected (membership counts one point). Low readership respondents are much more apt not to have ever belonged; high readership respondents are much less apt never to have belonged. Attitude shows a direct progression in all columns.

20. Please give me the age and sex of each member of your family.*

	Under 6	6-12	13-20	21-30	31-40	41-50	51-60	61+
Respondents	--	1%	16%	14%	20%	20%	12%	16%
Others	11%	23%	23%	8%	10%	12%	7%	6%

	SEX	
	Male	Female
Respondents	29%	70%
Others	55%	45%

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* See Tables V-59 and V-60 for a breakout of response by type.

TABLE V-57

NUMBER OF MAGAZINES DELIVERED, BY RESPONDENT TYPE

	No Magazines	1-4 Magazines	5 or more Magazines
User Type			
% Responding	11%	44%	45%
City Size			
small	11	40	46
medium	12	40	47
large	10	48	41
Library Use			
less than 1/month	13	47	38
1-2/month	10	47	42
3-4/month	12	37	50
5 or more/month	9	41	48
Age			
less than 20	10	$\boxed{64}$	$\boxed{23}$
20-29	16	46	38
30-39	$\boxed{6}$	44	46
40-49	$\boxed{8}$	40	52
50-59	17	$\boxed{26}$	57
60 or more	$\boxed{14}$	34	51
Marital Status			
married children under 20	10	45	43
married, no children under 20	13	35	51
not married (divorced)	10	29	61
Education			
less than high school	$\boxed{29}$	45	$\boxed{26}$
completed high school	14	47	38
some college	10	37	54
college graduate or more	$\boxed{6}$	35	58

TABLE V-57 (cont)

NUMBER OF MAGAZINES DELIVERED, BY RESPONDENT TYPE

	No Magazines	1-4 Magazines	5 or more Magazines
Income			
less than $5,000	21%	39%	39%
$5,000 - $9,999	10	47	41
$10,000 - $14,999	5	51	43
$15,000 and over	6	26	69
Attitude			
less pleased	11	54	33
positive	11	46	41
extra enthusiastic	11	40	48

TABLE V-58

BOOK CLUB MEMBERSHIP, BY RESPONDENT TYPE

	Never Belonged	Past Membership	Present Membership
User Type			
% Respondents	33%	47%	19%
Library Use			
less than 1/month	38	34	26
1-2/month	32	50	18
3-4/month	39	47	14
5 or more/month	22	58	19
Age			
under 20	$\boxed{63}$	26	10
20-29	51	27	22
30-39	23	48	$\boxed{28}$
40-49	21	61	17
50-59	21	63	17
60 or more	24	58	17
Education			
less than high school	45	47	$\boxed{8}$
completed high school	31	43	25
some college	23	58	18
college graduate and more	23	56	20
Income			
under $5,000	35	42	19
$5,000 - $9,999	29	50	21
$10,000 - $14,999	30	50	19
$15,000 and over	20	53	25

TABLE V-58 (cont)

BOOK CLUB MEMBERSHIP BY RESPONDENT TYPE

	Never Belonged	Past Membership	Present Membership
Readership*			
low	43%	47%	$\boxed{8\%}$
medium	34	46	21
high	22	49	$\boxed{29}$
Attitude**			
less pleased	48	36	15
positive	40	38	19
extra enthusiastic	26	55	19

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* Membership, past or present, counts 1 point

** Which itself is age-related.

TABLE V-59

LIBRARY USERS, BY TYPE

	Married		Not	Education			Income ($000)			
	Child.	No Child.	Married	H.S.	College	College +	L.T. 5	5-10	10-15	15+
% Responding	46.4%	26.5%	10.1%	29.5%	23.5%	27.4%	7.7%	11.6%	48.9%	29.6%
City Size										
small	41.6	32.9	7.4	28.2	28.2	23.5	4.7	7.4	63.1	25.5
medium	53.9	30.2	7.3	29.3	25.0	33.2	8.2	15.1	47.8	28.4
large	43.3	21.2	13.1	30.1	20.3	25.1	8.7	11.0	43.3	32.2
Library Use										
L.T. once/month	48.2	20.7	13.4	34.8	21.3	23.8	4.9	6.1	50.6	29.9
1-2 times/month	52.4	23.2	7.7	28.5	25.2	27.6	7.3	11.4	41.9	33.3
3-4 times/month	39.3	29.4	11.0	26.4	20.9	29.4	12.3	11.7	51.5	28.2
5+ times/month	39.8	36.3	9.7	26.5	27.4	30.1	5.3	20.4	54.0	23.9
Sex										
Male	40.4	26.9	10.6	26.9	16.8	30.8	10.6	14.4	51.4	26.4
Female	48.9	26.2	9.9	30.6	26.0	26.0	6.5	10.3	47.9	31.0
Age										
under 20	5.7	-	-	-	-	-	8.9	4.1	30.9	50.4
twenties	60.0	12.0	26.0	39.0	28.0	29.0	14.0	9.0	49.0	27.0
thirties	90.8	2.8	6.4	38.3	27.0	33.3	5.7	10.6	47.5	32.6
forties	71.5	20.8	6.9	31.3	29.2	38.9	10.4	15.3	49.3	27.1
fifties	30.6	58.8	9.4	40.0	30.6	28.2	4.7	20.0	58.8	22.4
sixties +	5.2	78.4	16.4	33.6	29.3	34.5	2.6	12.1	62.1	14.7

TABLE V-59 (cont)

LIBRARY USERS, BY TYPE

	Married		Not	Education			Income ($000)			
	Child.	No Child.	Married	H.S.	College	College +	L.T. 5	5-10	10-15	15+
married-child.-20	100.0%	-	-	38.9%	25.3%	32.5%	7.5%	13.0%	49.1%	28.6%
married-no. child.-20	-	100.0	-	35.8	27.4	32.6	6.3	15.3	59.5	18.9
not married	-	-	100.0	18.1	43.1	33.3	11.1	8.3	50.0	30.6
Education										
less than H.S.	34.2	47.4	15.8	100.0	-	-	2.6	5.3	55.3	18.4
completed H.S.	67.1	28.9	4.0	100.0	-	-	4.6	9.8	56.1	22.0
some college	50.0	31.0	18.5	-	100.0	-	6.0	16.7	45.8	28.6
college and more	55.1	31.6	12.2	-	-	100.0	12.2	13.8	55.1	26.5
Income ($000)										
less than $5	24.2	45.2	22.6	41.9	30.6	14.5	100.0	-	-	-
$5 - $10	49.8	24.6	14.2	45.5	27.5	14.2	-	100.0	-	-
$10 - $15	60.7	23.0	4.9	24.0	26.2	37.2	-	-	100.0	-
over $15	51.9	30.6	8.3	13.0	23.1	54.6	-	-	-	100.0

TABLE V-60

LIBRARY USERS, BY TYPE

	City Size			Sex		Age					
	Small	Medium	Large	Male	Female	LT 20	20's	30's	40's	50's	60+
% Responding	20.8%	32.4%	46.8%	29.1%	70.8%	17.2%	14.0%	19.7%	20.1%	11.9%	16.2%
City Size											
small	100.0	-	-	26.2	73.8	19.5	12.1	15.4	14.1	13.4	25.5
medium	-	100.0	-	23.7	76.3	9.1	11.6	23.7	24.6	12.1	18.1
large	-	-	100.0	34.0	65.7	21.8	16.4	18.8	19.7	11.0	10.7
Library Use											
L.T. once/month	8.5	20.1	71.3	32.3	67.7	17.7	21.3	18.3	19.5	11.6	9.1
1-2 times/month	19.1	32.9	48.0	27.2	72.8	16.7	13.4	25.6	20.3	10.2	13.8
3-4 times/month	25.8	33.7	40.5	30.7	69.3	20.2	9.8	12.9	25.2	14.7	16.6
5+ times/month	34.5	46.9	18.6	22.1	77.0	15.0	9.7	18.6	14.2	15.0	27.4
Sex											
male	18.8	26.4	54.8	100.0	-	22.6	15.4	17.8	17.3	10.1	16.3
female	21.7	34.9	43.4	-	100.0	15.0	13.4	20.5	21.3	12.6	16.0
Age											
under 20	23.6	17.1	59.3	38.2	61.8	100.0	-	-	-	-	-
twenties	18.0	27.0	55.0	32.0	68.0	-	100.0	-	-	-	-
thirties	16.3	39.0	44.7	26.2	73.8	-	-	100.0	-	-	-
forties	14.6	39.6	45.8	25.0	75.0	-	-	-	100.0	-	-
fifties	23.5	32.9	43.5	24.7	75.3	-	-	-	-	100.0	-
sixties +	32.8	36.2	31.0	29.3	69.8	-	-	-	-	-	100.0

TABLE V-60 (cont)

LIBRARY USERS, BY TYPE

	City Size			Sex		Age					
	Small	Medium	Large	Male	Female	LT 20	20's	30's	40's	50's	60+
married-child.-20	18.7%	37.7%	43.7%	25.3%	74.7%	2.1%	18.1%	38.6%	31.0%	7.8%	1.8%
married-no child.-20	25.8	36.8	37.4	29.5	70.0	-	6.3	2.1	15.8	26.3	47.9
not married	15.3	23.6	61.1	30.6	69.4	-	36.1	12.5	13.9	11.1	26.4
Education											
less than high school	10.5	23.7	65.8	31.6	68.4	-	7.9	5.3	28.9	28.9	28.9
completed high school	22.0	34.1	43.9	25.4	74.6	-	20.8	30.1	19.7	13.3	16.2
some college	25.0	34.5	40.5	20.8	78.6	-	16.7	22.6	25.0	15.5	20.2
college and more	17.9	39.3	42.9	32.7	67.3	-	14.8	24.0	28.6	12.2	20.4
Income ($000)											
T. $5	29.0	37.1	38.9	29.0	69.4	9.7	8.1	9.7	8.1	14.5	48.4
- $10	23.2	35.1	41.7	27.0	73.0	10.0	20.4	22.7	16.1	13.3	16.1
0 - $15	15.8	35.5	48.6	33.3	66.7	11.5	17.5	24.0	27.3	10.9	8.2
er $15	17.6	30.6	51.9	29.6	70.4	8.3	9.3	22.2	35.2	13.9	11.1

21. Are you married?* (Asked of adults only)

	MARRIED		
	Children under 20	No children under 20	Not married (incl. divorced)
% responding	46.4%	26.5%	10.1%

22. What is your highest education level?

	High school or less	Some college	College graduate +
% responding	29.5%	23.5%	27.4%

23. What is your family income before taxes?**

	Under $5,000	$5-9,999	$10-14,999	$15,000+	N/A
% responding	7.7%	11.6%	48.9%	29.6%	3.1%

24. How many people contribute to this family's income?**

	One	Two or more	N/A
% responding	57.8%	38.8%	3.4%

25. City size.*

	Small	Medium	Large
% responding	21%	32%	47%

---

* See Tables V-59 and V-60 for a breakout of response by type.
** See Table V-61 for a breakout of response.

TABLE V-61

HOW MANY CONTRIBUTE TO INCOME, BY RESPONDENT TYPE

User Type	One	Two or More
% Respondents	58%	39%
Income		
Less than $5,000	71	26
$5,000 - $9,999	62	39
$10,000 - $14,999	56	44
$15,000 or more	57	43
Readership		
Low	59	37
Medium	58	39
High	56	41
Attitude		
Less Pleased	49	50
Positive	57	37
Extra Enthusiastic	61	37
Use Other Libraries	52	45

26. What should libraries offer?

	Only printed materials		Don't Care	Other things	
	Strongly	Somewhat		Strongly	Somewhat
% respondents	17%	12%	6%	26%	37%

Appears to be affected by age, attitude, and use of other libraries, as well as (to some degree) education.

As Table V-62 illustrates, those under age 20 are less apt to strongly want only printed materials and more apt to strongly want other things; those 51-60 are more apt to want printed materials strongly; and those over 60 are more apt not to care than the average. Attitude follows a straight progression as to strongly wanting other things: those less pleased with their libraries are more frequently found strongly wanting other things, as are those making use of other libraries. Those with high school education or less are more apt not to care.

See Exhibit II for some unsolicited comments, some of which have bearing on this question.

27. An attitude scale was generated by an individual's term selection as to his library (empty/busy, etc.)

	Less pleased	Positive	Extra enthusiastic
% of sample	18%	26%	56%

Attitude appears to vary primarily by age, library use, and income, as can be seen in Table V-63. Youth are more apt to be less pleased; the elderly are less apt to be less pleased. Those with low incomes are more apt to be less pleased, while those with incomes between $5-10,000 tend to be more enthusiastic. Those using the library frequently are less apt to be less pleased.

Table V-64 gives ample evidence to the affect of the town on attitude. In Augusta, Bowdoinham and Portland, the majority of respondents are less pleased. In Parkman, the majority are positive. In towns like Millinocket, Fort Kent, Poland and Blue Hill, there is strong satisfaction with the library.

28. A readership scale was also generated, based on use of various libraries, book club memberships, magazine and newspaper delivery.

	Low	Medium	High
% responding	34%	36%	31%

TABLE V-62

ATTITUDE TOWARD ROLE OF
REBRARY, BY RESPONDENT TYPE

User Type	Ptd. Strong.	Ptd. Some	D.C.*	Other Some	Other Strong.
% Responding	17%	12%	6%	26%	37%
Age					
20 and under	$\boxed{49}$	7	4	20	$\boxed{65}$
21-30	11	7	5	29	47
31-40	21	16	4	24	35
41-50	18	12	8	32	29
51-60	$\boxed{25}$	17	8	24	26
60 and over	22	13	$\boxed{10}$	29	22
Attitude					
less pleased	12	7	5	23	51
positive	13	15	6	29	36
extra enthusiastic	20	12	7	26	34
use of other library	13	10	5	27	45
Education					
less than high school	21	5	$\boxed{11}$	26	37
completed high school	23	15	$\boxed{10}$	29	21
some college	19	11	$\boxed{3}$	30	36
college graduate +	16	14	6	26	37

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* Don't care

EXHIBIT II

Verbatim Comments of every 20th Questionnaire to the question:

"Thank you very much for answering my questions. Do you have any comments or suggestions you would like to make?"

Feel very fortunate to have such a fine library.

Things such as multi-media facilities might best be provided by three regional library centers organized on the state level with funds from state to provide things local communities can't afford, more in-service training for library personnel.

Very pleased with Presque Isle library.

Records and films are great! Not cameras or equipment, though, there aren't enough books on the college level at the Biddeford library.

"We need more surveys about many, many things - to provide people with a better understanding of how services and products are being used."

Limit borrowing privileges.

Would depend on locality.

Small towns don't have $.

Study carrels and areas should be offered in the reference room.

"Fancy equipment would be abused."

"Printed materials most important, but if extra money, the other stuff would be good for blind, deaf, handicapped people."

"You were very pleasant to talk to, if you have to report on what people think of the interview."

"More book reviews in state papers."

"Library should be cultural center for the community; Blue Hill Library is not alert to new issues and problems, not always very imaginative."

Strongly feel that libraries should be run by younger people in relation to above, feels library must should be made more attractive.

EXHIBIT II (Continued)

Not in this building, too much. [Offering new media]

Depends on individual town. [Offering new media]

Don't like to see "other things" take over reading of books, but if we do have the $, other things may be beneficial.

If we had the $, it would be lovely, but libraries are 1st for books.

If it has $ should be all encompassing.

Cable TV would be good in library to transmit information.
More warmth in libraries, more plants, carpeting, artwork, etc.

"Frills" such as above should be avoided since public funds are poorly administered and would better be spent in the traditional ways for the library.

I strongly feel that the library should offer only printed materials unless vast amount of $ is available to libraries, should stick to books.

I somewhat feel they should offer other things; record players and equipment not wise.

If have extra $ can go in for other things but books come first.

Interesting movies for organizations.

Longer hours are needed.

In rural communities library should be more important in city budget (should be secondary only to regular education costs).

"I enjoyed answering these questions."

I feel strongly they should offer other things only if funds available, otherwise, books should take priority.

Dangerous to lend out fancy equipment - " a big hassle", but films, records and tapes a good thing.

If they can afford it and make sure its properly used, more technical books; like to be able to check out encyclopedias.

TABLE V-63

ATTITUDE AND READERSHIP OF LIBRARY USERS

	Attitude			Readership		
	Less Pleased	Positive	Extra Enthusiastic	Low	Medium	High
Total	13.7%	26.3%	56.1%	33.8%	35.5%	30.7%
City Size						
small	15.4	30.2	53.0	27.5	38.9	33.6
medium	3.4	23.3	71.6	34.9	31.9	33.2
large	20.0	26.6	46.9	35.8	36.4	27.8
Library Use						
L.T. once/month	20.1	23.2	50.6	49.4	32.3	18.3
1-2 times/month	11.0	29.7	56.9	30.9	36.6	32.5
3-4 times/month	15.3	25.2	55.8	30.1	37.4	32.5
5+ times/month	8.0	25.7	62.8	16.8	36.3	46.9
Sex						
male	15.9	25.0	53.8	35.1	36.5	28.4
female	12.8	26.8	57.0	33.3	34.9	31.8
Age						
under 20	28.5	30.9	32.5	33.3	44.7	22.0
twenties	23.0	23.0	46.0	42.0	29.0	29.0
thirties	9.2	31.9	56.7	30.5	38.3	31.2

TABLE V-63 (cont)

ATTITUDE AND READERSHIP OF LIBRARY USERS

	Attitude			Readership		
	Less Pleased	Positive	Extra Enthusiastic	Low	Medium	High
Age (cont)						
forties	8.3%	20.8%	68.1%	31.3%	33.3%	35.4%
fifties	10.6	21.2	65.9	32.9	32.9	34.1
sixties +	5.2	27.6	66.4	34.5	32.8	32.8
married-child.-20	11.4	25.9	59.6	36.4	34.3	29.2
married-no child.-20	8.4	24.7	65.3	33.2	35.3	31.6
not married	15.3	23.6	52.8	26.4	26.4	47.2
Education						
less than high school	13.2	21.1	65.8	55.3	36.8	7.9
completed high school	8.7	27.2	60.7	46.8	32.4	20.8
some college	7.7	23.8	67.9	28.6	38.1	33.3
college and more	15.3	25.0	54.6	21.9	30.6	47.4
Income ($000)						
L.T. $5	6.5	33.9	58.1	43.5	32.3	24.2
$5 - $10	10.0	22.3	64.5	38.9	35.1	26.1
$10 - $15	14.8	23.0	58.5	29.0	39.9	31.1
over $15	17.6	27.8	47.2	13.9	31.5	54.6
Readership						
low	14.9	28.1	55.4	100.0	-	-
medium	13.8	22.4	58.3	-	100.0	-
high	12.3	28.6	54.5	-	-	100.0

TABLE V-63 (cont)

ATTITUDE AND READERSHIP OF LIBRARY USERS

	Attitude			Readership		
	Less Pleased	Positive	Extra Enthusiastic	Low	Medium	High
Bookstore						
hardcover	16.6%	24.8%	53.6%	35.0%	35.0%	30.0
paperback	8.8	23.9	64.2	34.7	35.4	29.8
none	19.8	39.5	38.3	24.7	37.0	38.3
Attitude						
less pleased	100.0	-	-	36.7	35.7	27.6
positive	-	100.0	-	36.2	30.3	33.5
extra enthusiastic	-	-	100.0	33.3	36.8	29.9
Use other library	16.0	31.7	46.9	24.3	34.0	41.7

A look at Table V-63 will show that readership appears primarily affected by education, with income and age playing a part as well. Low education respondents are far *more* apt to be low readers; while high education respondents are far *more* apt to be high readers. High income respondents are *more* apt to be high readers and *less* apt to be low readers. Teenagers are *more* apt to be moderate readers. Use of library is directly connected to readership, as it constitutes one of the factors constituting readership.

Readership varies somewhat by town, although not as dramatically as attitude. There seems to be little relation between readership and attitude, even when they are controlled by town. (Compare Tables V-64 and V-65.) The two highest readership towns are Orono and Parkman. Yet in attitude Orono has an extra enthusiastic majority; Parkman has a positive majority. Caribou and Poland, on the other hand, are under-represented in the high readership category, yet have a majority in the extra enthusiastic category.

TABLE V-64

ATTITUDE BY TOWN

	Less Pleased	Positive	Extra Enthusiastic
% Responding	17.6%	26.3%	56.1%
User's Town			
Augusta	61.2	22.4	16.3
Bangor	23.3	27.9	48.8
Biddeford	31.1	35.6	33.3
Caribou	4.1	24.5	71.4
Portland	50.0	30.0	20.0
Presque Isle	4.1	20.4	75.5
Sanford	12.0	26.0	62.0
Bridgton	9.7	35.5	54.8
Eastport	6.5	35.5	58.1
Fort Kent	2.9	11.8	85.3
Millinocket	-	6.3	93.8
Orono	8.1	21.6	70.3
Thomaston	6.5	16.1	77.4
York	2.8	36.1	61.1
Blue Hill	-	20.0	80.0
Bowdoinham	50.0	42.3	7.7
Fayette	5.0	35.0	60.0
Greenville	13.6	18.2	68.2
Islesboro	19.2	38.5	42.3
Parkman	12.5	75.0	12.5
Poland	9.1	9.1	81.8

TABLE V-65

READERSHIP, BY TOWN

	Low	Medium	High
% of Respondents	33.8%	35.5%	30.7%
User's Town			
Augusta	26.5	38.8	34.7
Bangor	37.2	37.2	25.6
Biddeford	44.4	33.3	22.2
Caribou	46.9	40.8	12.2
Portland	32.0	32.0	36.0
Presque Isle	16.3	38.8	44.9
Sanford	48.0	34.0	18.0
Bridgton	35.5	32.3	32.3
Eastport	45.2	22.6	32.3
Fort Kent	35.3	44.1	20.6
Millinocket	43.8	37.5	18.8
Orono	18.9	24.3	56.8
Thomaston	41.9	35.5	22.6
York	27.8	27.8	44.4
Blue Hill	20.0	40.0	40.0
Bowdoinham	11.5	46.2	42.3
Fayette	20.0	35.0	45.0
Greenville	45.5	40.9	13.6
Islesboro	30.8	30.8	38.5
Parkman	37.5	12.5	50.0
Poland	36.4	50.0	13.6

B. Non-Users

1. Do any other family members have a public library card?

	Yes	No	Don't know
% of non-users responding	34%	62%	4%

Appears to vary by: city size, age and marital status (as would be expected), and income, readership and presence of a book store.

There is a straight progression regarding city size, where small town residents are less apt than large town residents to have family members with cards. Those with incomes over $15,000 are far more apt to have library cards in their family. Another straight progression occurs with readership. Low readers are less likely than high readers to have cards in their family. A similar progression occurs with regard to book stores. Respondents indicating a hardcover book store in their town are more likely than those indicating no book store to have family members with cards. (See Table V-66.)

1a. (For those families with cards) What are their ages?

	Under 6	6-12	13-20	21-30	31-40	41-50	51-60	61+
% of total having cards	2%	30%	45%	6%	5%	7%	2%	3%

Table V-67 gives the percent of the sample groups having cards, by age group.

2. Have you yourself had a library card in the past three years?

	Yes	No
% responding	12%	88%

Appears affected by age, education and library familiarity. Those 20 and under were far more apt to have had a library card in the past (as might be expected). Both education and library familiarity show a straight progression, where low education respondents are less apt than high education respondents to have had a library card, and those who use other libraries are far more likely to have had a library card in the past. (See Table V-68.)

3. Do you ever go to the library without checking anything out?

	Yes	No
% responding	27%	73%

TABLE V-66

PRESENCE OF OTHER LIBRARY CARDS BY RESPONDENT TYPE

	Yes	No	Don't Know
Non-User Type (n=775)			
% Responding	34.1%	61.8%	3.6%
City Size			
small	26.2	72.0	1.2
medium	32.7	63.2	3.7
large	38.8	55.9	4.7
Age			
20 and under	36.3	63.7	-
21-30	29.4	66.4	3.4
31-40	$\boxed{61.4}$	36.8	1.8
41-50	$\boxed{51.1}$	46.1	2.1
51-60	28.0	67.2	4.8
61+	$\boxed{10.1}$	83.2	5.6
Marital Status			
married children under 20	$\boxed{58.1}$	37.7	3.2
married no children under 20	$\boxed{13.2}$	82.0	4.4
not married (divorced)	15.1	81.7	3.2

TABLE V-66 (cont)

PRESENCE OF OTHER LIBRARY CARDS BY RESPONDENT TYPE

	Yes	No	Don't Know
Income			
less than $5,000	18.1%	75.8%	5.4%
$5,000 - $9,999	35.7	61.5	2.4
$14,999 - $15,000	40.9	55.3	3.0
$15,000 +	$\boxed{59.2}$	38.9	1.9
Readership			
low	32.1	63.5	3.9
medium	36.5	61.9	.8
high	48.3	44.8	6.9
Bookstore			
hardcover	40.3	54.6	4.3
paperback	33.0	63.2	3.4
no store	21.2	76.8	2.0

TABLE V-67

PERCENT OF PERSONS IN HOUSEHOLDS SAMPLED HAVING CARDS, BY AGE GROUP

Age Group	Number in Sample	Number Having Cards	Percent Having Cards
under 6	217	11	5%
6-12	325	153	47
13-20	542	232	44
21-30	269	33	12
31-40	274	28	10
41-50	316	35	11
51-60	255	10	4
61+	311	14	5
Total Sample	2,509	516	20%
Excluding under 6	2,292	505	22%

TABLE V-68

HAVE HAD A CARD, BY RESPONDENT TYPE

	Within past 3 years	
	Yes	No
Non-User Type (n=775)		
% Responding	12.4%	87.6%
Age		
20 and under	$\boxed{41.3}$	58.8
21-30	15.1	84.9
31-40	7.9	92.1
41-50	8.5	91.5
51-60	4.8	95.2
61+	9.6	90.4
Education		
less than high school	5.9	94.1
completed high school	7.6	92.4
more than high school	14.2	85.8
Library Familiarity		
use other	$\boxed{27.1}$	72.9
have been	14.5	85.5
never been	$\boxed{2.8}$	97.2

Appears to vary, to a greater or lesser degree, by age, education, income, city size, attitude, familiarity with library. Those under age 20 and those who have used other libraries are more apt to use the library without checking anything out. Education, income, city size, and attitude are all straight progressions. Low education and income respondents, respondents in large cities, and those who are less pleased are less apt to use the library on-premises than high education and income respondents, respondents in small cities, and those who are extra-enthusiastic. (See Table V-69.)

3a. (For those not using the library on-premises) Have you ever been to your local public library?

	Yes	No
% respondents	74.7%	25.1%

Seems primarily affected by age and attitude: respondents age 21-30 are more apt never to have been to their local library, as are the less pleased. The extra enthusiastic are far less likely to have never been to their local library. (See Table V-70.)

4. What kinds of special programs does your local public library offer? Of those which it does not offer, are there any which you would like?

	Library has	Would like
Story hours	13%	*
Art exhibits	7%	-%
Film showings	2%	-%
Arts/crafts	1%	-%
Lectures	1%	-%
Book reviews	1%	-%
Special exhibits	1%	-%
Summer reading programs	3%	4%
Community rooms	2%	-%
Other	8%	4%
Don't know, none	73%	93%

Note: This is a recall question: respondents were not read a list.

Respondents are so strongly in the "don't know" and "none" categories, that there is little benefit in looking at changes by respondent type. The lack of response as to desired programs is sobering, as is the lack of awareness as to what actually is offered. Table V-71

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* Less than 1%.

TABLE V-69

USE OF LIBRARY ON PREMISES BY RESPONDENT TYPE

	Yes	No
Non-User Type (n=775)		
% Responding	27.1%	72.9%
Age		
20 and under	53.7	46.3
21-30	27.7	72.3
31-40	22.8	77.2
41-50	22.0	78.0
51-60	22.4	77.6
61+	25.3	74.7
Education		
less than high school	15.1	84.9
completed high school	22.7	77.3
more than high school	34.0	66.0
Income		
less than $5,000	22.1	77.9
$5,000 - $9,999	27.8	72.2
$10,000 - $14,999	31.1	68.9
$15,000 +	31.5	68.5
City Size		
small	34.3	65.7
medium	29.0	71.0
large	22.3	77.7
Attitude		
less pleased	23.8	76.9
positive	24.8	75.2
extra enthusiastic	34.1	65.9
Familiarity with Library		
use others	47.9	52.1
have been	33.2	66.8
never been	-	100.0

TABLE V-70

HAVE YOU EVER BEEN TO YOUR LOCAL LIBRARY, BY RESPONDENT TYPE

	Yes	No
Non-User Type (n=565)		
% Responding	74.7%	25.1%
Age		
20 and under	73.0	24.3
21-30	62.8	37.2
31-40	71.6	28.4
41-50	85.5	14.5
51-60	79.4	20.6
61+	72.2	27.8
Attitude		
less pleased	51.8	47.8
positive	86.9	13.1
extra enthusiastic	93.2	6.8

TABLE V-71

LIBRARY PROGRAMS, LIBRARY NONUSERS, BY CITY[1]

(n=775)

	No Programs		Story Hours		Don't Know	
	Library Has	Would Like[2]	Library Has	Would Like	Library Has	Would Like[3]
% Responding	8.9%	75.6%	13.3%	.5%	63.7%	17.3%
City						
Augusta	2.0	86.0	12.0	2.0	82.0	8.0
Bangor	17.6	56.9	17.6	2.0	51.0	37.3
Biddeford	2.0	88.2	7.8	-	82.4	7.8
Caribou	3.9	82.4	13.7	-	72.5	9.8
Portland	3.6	76.4	27.3	-	63.6	12.7
Presque Isle	4.0	80.0	20.0	-	72.0	14.0
Sanford	6.0	72.0	14.0	-	64.0	24.0
Eastport	$\boxed{-}$	61.8	29.4	-	47.1	32.4
Fort Kent	8.8	70.6	20.6	-	61.8	23.5
Millinocket[4]	$\boxed{-}$	100.0	11.4	-	68.6	-
Orono	$\boxed{31.4}$	65.7	8.6	-	51.4	31.4
Thomaston	$\boxed{-}$	82.9	11.4	-	77.1	8.6
York[5]	$\boxed{2.9}$	80.0	2.9	2.9	82.9	5.7
Blue Hill	8.3	83.3	12.5	-	66.7	16.7
Bowdoinham[5]	28.0	64.0	4.0	-	56.0	24.0
Fayette	10.0	85.0	10.0	-	65.0	15.0
Greenville[4]	3.8	80.8	7.7	-	57.7	7.7
Islesboro[5]	27.3	54.5	22.7	-	18.2	31.8
Parkman[5]	51.7	37.9	$\boxed{-}$	3.4	37.9	48.3
Poland[4]	$\boxed{-}$	84.6	3.8	-	65.4	11.5

[1] Bridgton was excluded from this table.
[2] Includes some "don't know" responses.
[3] Includes some "none" responses.
[4] Librarian did not indicate the presence of story hours
[5] Librarian indicated they had no programs.

gives a breakout of "story hours", "don't know", and "none", by town. In Millinocket, for example, 69% didn't know what the library offered, but 100% didn't know what programs they wanted or didn't want any programs. In Parkman, half the respondents realized Parkman has no programs, but 86% didn't know what programs they wanted or didn't want any programs.

5. What would you say are some of the major reasons why some people don't use their local public library? You may give reasons why you personally don't use it as well as reasons why others don't use it.

Reason	Percent of Respondents
Too busy	35%
Other sources materials	30%
Accessibility (transportation, parking)	8%
Conflicting hours, etc.	4%
Need more information	4%
Inadequate collections	4%
Other library factors (personnel, rules , etc.)	5%
TV, radio	6%
Can't see, can't read	3%
Disinterest	25%
Other, don't know, no answer	12%

Responses were tabulated solely by town. Table V-72 shows variance by town. Note particularly Orono, where 54% of the respondents indicated they had other sources of reading matter, and Blue Hill, where no one indicated the library itself as a deterrent. See Exhibit III for verbatim comments.

6. Other than your local public library, are you within 25-30 miles of any of the following types of libraries?

	Public	State	Elem.	Spec.	Book.	Coll.	Grad.	Second.	Branch
% indicating "yes"	75%	14%	64%	11%	47%	52%	17%	77%	13%
% of "yes" who use	8%	13%	8%	37%	4%	13%	5%	8%	16%
% of total who use	6%	3%	3%	4%	2%	7%	2%	6%	2%

Tabulated solely by town for public, elementary, college and secondary. Librarians were also asked what libraries were within 25-30 miles. Tables V-73 through V-76 highlight the differences in awareness and use by town. Note particularly the high use of the college library in Orono by public library non-users (46%).

TABLE V-72

REASONS FOR NONUSE, BY TOWN
(n=775)

	Too Busy	Other Sources	Library Factors	No Interest
% Responding	35%	30%	13%	25%
City				
Augusta	46	38	8	18
Bangor	30	26	14	16
Biddeford	37	12	18	35
Caribou	27	22	8	37
Portland	31	25	18	36
Presque Isle	42	36	6	20
Sanford	44	30	8	24
Bridgton	34	38	11	34
Eastport	50	24	21	35
Fort Kent	50	32	9	15
Millinocket	40	31	9	20
Orono	9	54	11	6
Thomaston	51	40	11	34
York	34	26	17	29
Blue Hill	29	38	-	21
Bowdoinham	20	32	28	20
Fayette	50	20	15	15
Greenville	38	38	12	27
Islesboro	32	23	32	32
Parkman	34	24	28	31
Poland	12	31	15	23

EXHIBIT III

Verbatim Response of every 20th Questionnaire to:

"People differ quite a bit as to why they do not use the public library. What would you say are some of the major reasons why some people don't use their local public library? You may give reasons why you personally don't use it as well as reasons why others don't use it."

Time.

Only use it for reference.

Has trouble with English.

Physically unable to go.

Can't get out, heart condition, own books.

Time, own books (religious).

Refused, own books.

Time.

Time, others don't like to read.

Don't like reading, time, own books, "if they weren't introduced to it (in school)".

University library better equipped and open to most people.

Don't know, television.

Time, some read magazines instead of books.

Can't talk.

Librarians are curt, not very helpful, lack of communications, not enough time.

Don't know.

Lack of interest, apathy, television.

Too busy, ill health.

Too busy, hard to keep with your own business.

Time.

EXHIBIT III (Continued)

No occasion to.

No reason to use it.

Getting along in years, and don't have enough time.

Doesn't know what he wants - nobody in college goes to it. Can outgrow what library offers.

Enough books at home.

Don't know, don't wish to answer.

They live in country, and would have to pay for cards.

Not used to using it. Not familiar with it.

Lots to read at home, and not enough time to read it.

Lack of interest, don't want to advance.

Don't have too much time, paperbacks.

Don't read much sources.

Too busy.

People don't read anymore.

Busy (other things) have own reading matter.

Own books, time.

No cause to use it.

Gave up the habit, reads magazines and newspapers.

Three small kids, not enough time, not interested in reading.

Haven't caught up with magazines, etc.

Reading material at home, transportation a problem.

Too far away; closed when she can go; not enough time to read; fines are a bother.

TABLE V-73

ANOTHER PUBLIC LIBRARY
LIBRARY NON-USERS BY CITY
(n=775)

	Library 25-30 Miles		No	Don't
	Used	Not Used	Library	Know
% Responding	6.5%	69.2%	13.0%	11.0%
City				
Augusta	8.0	46.0	22.0	24.0
Bangor	7.8	60.8	15.7	15.7
Biddeford	2.0	74.5	13.7	9.8
Caribou	-	82.3	11.8	3.9
Portland	3.6	67.3	12.7	16.4
Presque Isle	-	76.0	14.0	10.0
Sanford	-	78.0	12.0	10.0
Eastport	2.9	76.5	14.7	5.9
Fort Kent	-	41.1	32.4	26.5
Millinocket	2.9	31.4	34.3	31.4
Orono	22.9	77.1	-	-
Thomaston	8.6	79.9	5.7	2.9
York	8.6	77.1	11.4	2.9
Blue Hill	-	79.1	4.2	16.7
Bowdoinham	20.0	72.0	4.0	4.0
Fayette	10.0	85.0	-	5.0
Greenville	3.8	61.6	19.2	15.4
*Islesboro	4.5	81.9	13.6	-
Parkman	24.1	72.5	3.4	-
Poland	11.5	84.7	3.8	-

* Librarian did not indicate another public library within 25-30 miles.

TABLE V-74

ELEMENTARY LIBRARY
LIBRARY NON-USERS BY CITY
(n=775)

	Library 25-30 Miles		No	Don't
	Used	Not Used	Library	Know
% Responding	3.1%	60.5%	14.6%	21.2%
City				
Augusta	-	60.0	14.0	26.0
Bangor	5.9	47.0	15.7	31.4
*Biddeford	3.9	49.0	21.6	25.5
Caribou	2.0	68.6	13.7	13.7
Portland	1.8	74.6	7.3	14.5
*Presque Isle	2.0	74.0	6.0	18.0
Sanford	-	52.0	20.0	28.0
*Eastport	5.9	50.0	8.8	32.4
Fort Kent	2.9	76.6	17.6	2.9
Millinocket	2.9	74.2	2.9	20.0
Orono	-	82.8	8.6	8.6
Thomaston	2.9	42.8	25.7	28.6
York	14.3	57.1	2.9	25.7
*Blue Hill	-	58.4	8.3	33.3
*Bowdoinham	12.0	80.0	4.0	4.0
Fayette	-	20.0	35.0	45.0
*Greenville	-	84.7	11.5	3.8
Islesboro	-	41.0	31.8	22.7
Parkman	6.9	51.7	20.7	20.7
*Poland	3.8	46.2	34.6	15.4

* Librarian did not indicate another public library within 25-30 miles.

TABLE V-75

COLLEGE LIBRARY
LIBRARY NON-USERS BY CITY
(n=775)

	Library 25-30 Miles		No	Don't
	Used	Not Used	Library	Know
% Responding	6.7%	44.8%	37.8%	9.8%
City				
Augusta	2.0	64.0	22.0	12.0
Bangor	19.6	68.6	5.9	3.9
Biddeford	3.9	53.0	25.5	17.6
Caribou	-	64.7	23.5	9.8
Portland	10.9	54.5	18.2	9.1
Presque Isle	6.0	78.0	6.0	10.0
Sanford	2.0	72.0	12.0	14.0
*Eastport	-	-	88.2	11.8
Fort Kent	8.8	79.4	-	11.8
Millinocket	-	-	100.0	-
Orono	45.7	54.3	-	-
*Thomaston	2.9	5.7	79.9	8.6
York	5.7	42.9	37.1	14.3
*Blue Hill	-	16.7	70.8	12.5
Bowdoinham	24.0	72.0	-	4.0
Fayette	-	65.0	25.0	10.0
*Greenville	-	-	96.2	3.8
*Islesboro	-	9.1	86.4	4.5
*Parkman	-	-	82.8	17.2
Poland	3.8	23.1	61.6	11.5

* Librarian did not indicate another public library within 25-30 miles.

TABLE V-76

SECONDARY SCHOOL LIBRARY
LIBRARY NON-USERS BY CITY
(n=775)

	Library 25-30 Miles		No	Don't
	Used	Not Used	Library	Know
% Responding	6.3%	69.4%	10.2%	12.4%
City				
Augusta	6.0	62.0	20.0	10.0
Bangor	2.0	56.8	9.8	29.4
Biddeford	2.0	54.9	25.5	17.6
Caribou	-	82.3	3.9	11.8
Portland	7.3	65.5	9.1	14.5
Presque Isle	8.0	80.0	6.0	6.0
Sanford	-	72.0	8.0	18.0
*Eastport	2.9	70.6	$\boxed{11.8}$	8.8
Fort Kent	8.8	82.4	-	8.8
Millinocket	8.6	74.3	-	17.1
Orono	11.4	74.3	5.7	5.7
Thomaston	8.6	51.4	22.9	11.4
York	11.4	77.1	-	8.6
Blue Hill	-	75.0	8.3	16.7
Bowdoinham	20.0	64.0	12.0	4.0
Fayette	5.0	85.0	-	10.0
*Greenville	11.5	77.0	$\boxed{3.8}$	7.7
Islesboro	9.1	72.8	13.6	4.5
Parkman	10.3	65.7	10.3	10.3
Poland	7.7	50.0	$\boxed{34.6}$	7.7

* Librarian did not indicate another public library within 25-30 miles.

7. Thinking in terms of your local public library, is it?

	Percent of Respondents		Percent of Respondents
Easy to get to	87%	Hard to get to	5%
Clean	80%	Dusty	1%
Quiet	79%	Noisy	2%
Well lighted	71%	Poorly lighted	4%
Friendly	71%	Unfriendly	2%
Well organized	70%	Confusing	3%
Efficient	67%	Inefficient	3%
Encouraging	67%	Intimidating	4%
Pleasant	66%	Gloomy	9%
Easy to get wants	63%	Hard to get wants	6%
Busy	56%	Empty	10%
Comfortable	54%	Uncomfortable	8%
Easy going	45%	Restrictive	5%
Youth oriented	38%	Stuffy	9%
Exciting	29%	Dull	12%

Taking a few terms that seem to generate the most negative feelings, Table V-77 indicates that age, education and income are prime variables, and Table V-78 shows the tremendous effect of town. Teenagers are far more likely to be negative; elderly people are less likely. High income respondents are also more likely to be negative, and income has a direct progression, with low income respondents far less likely to be negative than high income respondents. Education is also a straight progression, with low education respondents less likely to be negative than high education respondents.

As far as differences between towns are concerned, note that Bowdoinham, in each instance, has twice the incidence of negative selection than the average, and that Blue Hill had no negative selection in any instance except one.

8. Are there any changes which you would like to see in your local public library which would cause you to use it more often?

	Yes	No
% responding	20%	80%

Response appears affected by everything except readership. All categories also appear as straight progressions: the larger the city, the fewer changes sought; males seek more changes; the older the age the fewer the changes desired (marital status is probably indicative of the age factor); the higher the education and the income, the greater the desire for changes; the more pleased one is with the library, the fewer the changes desired (this would be expected, but

TABLE V-77

NEGATIVE TERM SELECTION BY RESPONDENT TYPE

Non-User Type (n=775)	Empty	Gloomy	Dull	Uncomfortable	Stuffy
% Responding	10.6%	8.6%	11.6%	7.7%	8.6%
Age					
20 and under	31.3	33.8	42.5	25.0	30.0
21-30	17.6	16.8	18.5	14.3	14.3
31-40	9.6	12.3	12.3	8.8	8.8
41-50	9.2	2.8	5.0	2.8	5.0
51-60	2.4	1.6	4.0	3.2	6.4
61+	3.9	-	3.9	2.2	-
Education					
Less than HS	4.9	2.2	1.1	3.2	1.6
Completed HS	8.3	6.1	10.4	5.4	7.9
More than HS	10.7	8.6	11.7	8.6	8.6
Income					
less than $5,000	5.4	4.0	4.7	6.7	5.4
$5,000 - $9,999	8.3	8.7	11.5	7.9	7.9
$10,000 - $14,999	14.4	12.9	14.4	9.8	9.8
$15,000 +	27.8	20.4	24.1	18.5	20.4

TABLE V-78

NEGATIVE TERM SELECTION, BY TOWN

(n=775)

Town % Responding	Empty 10.6%	Gloomy 8.6%	Dull 11.6%	Uncomfortable 7.7%	Stuffy 8.6%
Augusta	$\boxed{20.0}$	$\boxed{18.0}$	18.0	8.0	14.0
Bangor	3.9	15.7	15.7	$\boxed{23.5}$	7.8
Biddeford	7.8	9.8	9.8	7.8	7.8
Caribou	7.8	2.0	2.0	5.9	2.0
Portland	14.5	$\boxed{29.1}$	$\boxed{25.5}$	$\boxed{18.2}$	$\boxed{23.6}$
Presque Isle	4.0	2.0	6.0	$\boxed{-}$	12.0
Sanford	$\boxed{-}$	2.0	6.0	4.0	6.0
Bridgton	2.7	2.7	8.1	2.7	$\boxed{-}$
Eastport	8.8	5.9	2.9	2.9	5.9
Fort Kent	5.9	2.9	11.8	5.9	2.9
Millinocket	8.6	2.9	8.6	5.7	2.9
Orono	5.7	$\boxed{-}$	5.7	$\boxed{-}$	$\boxed{-}$
Thomaston	2.9	5.7	2.9	2.9	5.7
York	14.3	8.6	8.6	$\boxed{-}$	$\boxed{20.0}$
Blue Hill	4.2	$\boxed{-}$	$\boxed{-}$	$\boxed{-}$	$\boxed{-}$
Bowdoinham	$\boxed{24.0}$	$\boxed{24.0}$	$\boxed{28.0}$	$\boxed{16.0}$	$\boxed{16.0}$
Fayette	$\boxed{30.0}$	10.0	$\boxed{25.0}$	$\boxed{15.0}$	$\boxed{-}$
Greenville	15.4	11.5	19.2	$\boxed{15.4}$	7.7
Islesboro	18.2	9.1	$\boxed{22.7}$	9.1	13.6
Parkman	$\boxed{34.5}$	6.9	10.3	13.8	$\boxed{20.7}$
Poland	15.4	3.8	19.2	3.8	3.8

reinforces our attitude scale); the towns with no book service invite more desire for change; and the more familiar with the library, the greater the desire for change. (See Table V-79.)

8a. (For those desiring changes) What are those changes?

	Percent responding
More hours	11%
Better printed collection	45%
Different kinds of media	5%
More programs	7%
Physical plant changes	22%
Parking	5%
Accessibility (transportation)	7%
Personnel	9%
Rules and regulations	7%
Other	7%

9. Is there a store in your town that sells hardcover books?

	Yes	No	Don't know
% responding	48%	39%	12%

9a. (If no) Is there a store in your town which sells paperback books?

	Yes	No	Don't know
% responding	34%	12%	4%

Response was tabulated solely by town. See Table V-80 for comparisons.

10. Is a newspaper delivered to your home?

	Yes	No
% responding	77%	23%

Appears to vary, in differing degrees, by nearly everything. Table V-81 indicates that a respondent in a small town (a town with no book store) is more apt not to take a newspaper; while those with incomes over $15,000 are less apt not to take a newspaper, as are medium and high readers. Straight progressions can be seen with respect to education, readership (having a newspaper delivered counts one point), attitude, the presence of a book store, and familiarity with the library. In other words, respondents with high education,

TABLE V-79

CHANGES YOU WOULD LIKE TO SEE, BY RESPONDENT TYPE

Non-user Type (n=775)	Yes	No
% Respondents	19.7%	80.7%
City Size		
Small	25.0	75.0
Medium	19.6	80.0
Large	17.3	82.4
Sex		
Male	23.4	76.3
Female	17.5	82.3
Age		
20 and under	$\boxed{43.8}$	56.2
21-30	27.7	71.5
31-40	21.1	78.0
41-50	17.0	83.0
51-60	14.4	85.6
61+	9.6	90.4
Marital Status		
Not Married (Divorced)	22.6	77.4
Married, Child. under 20	21.3	78.1
Married, No Child. under 20	10.6	89.4
Education		
Less than High School	12.4	87.6
Completed High School	17.3	82.3
More than High School	21.8	77.7
Income		
Less than $5,000	14.1	85.9
$5,000-$9,999	21.4	78.2
$10,000-$14,999	23.5	76.2
$15,000	$\boxed{44.4}$	53.7
Attitude		
Less Pleased	$\boxed{33.3}$	66.0
Positive	16.2	83.8
Extra Enthusiastic	$\boxed{6.5}$	93.5
Bookstore		
Hardcover	19.5	80.5
Paperback	19.7	79.9
No Store	26.3	73.7
Library Familiarity		
Use Other	$\boxed{38.3}$	60.6
Have Been	21.6	78.2
Never Been	11.3	88.0

TABLE V-80

STORES IN YOUR TOWN SELLING BOOKS
LIBRARY NON-USERS BY TOWN
(n=775)

	Store Selling Hard-Cover	Paper-Back	No Books	Don't Know
% Responding	47.7%	34.1%	12.8%	3.9%
Town				
Augusta	72.0	14.0	12.0	2.0
Bangor	82.4	9.8	-	3.9
Biddeford	72.5	11.8	5.9	3.9
Caribou	64.6	27.5	2.0	3.9
Portland	89.1	7.3	1.8	-
Presque Isle	74.0	24.0	-	-
Sanford	78.0	12.0	-	2.0
Bridgton	13.5	78.4	2.7	5.4
Eastport	20.6	64.7	5.9	8.8
Fort Kent	$\boxed{50.1}$	44.1	2.9	2.9
Millinocket	$\boxed{48.6}$	45.7	-	5.7
Orono	$\boxed{54.2}$	42.9	2.9	-
Thomaston	34.3	60.0	5.7	-
York	8.6	82.8	5.7	2.9
Blue Hill	8.3	45.9	37.5	8.3
Bowdoinham	4.0	24.0	64.0	8.0
Fayette	5.0	10.0	85.0	-
Greenville	26.9	61.6	7.7	3.8
Islesboro	9.1	54.6	31.8	4.5
Parkman	3.4	17.2	72.5	6.9
Poland	11.5	42.4	26.9	19.2

TABLE V-81

NEWSPAPER DELIVERY, BY RESPONDENT TYPE

Non-user Type (n=775)	Yes	No
% Responding	76.5%	23.1%
City Size		
Small	59.3	$\boxed{39.5}$
Medium	83.3	16.3
Large	80.2	19.8
Education		
Less than HS	71.4	28.6
Completed HS	77.7	21.6
More than HS	80.2	19.3
Income		
Less than $5,000	73.8	26.2
$5,000 - $9,999	73.0	26.6
$10,000 - $14,999	79.5	19.7
$15,000 +	88.9	$\boxed{11.1}$
Readership		
Low	72.6	26.9
Medium	88.1	$\boxed{11.9}$
High	91.4	$\boxed{8.6}$
Attitude		
Less Pleased	74.1	25.2
Positive	76.5	23.5
Extra Enthusiastic	79.3	20.3
Bookstore		
Hardcover	81.1	18.9
Paperback	76.9	22.3
No Store	63.6	35.4
Familiarity with Library		
Use Others	77.2	22.3
Have Been	73.2	26.8
Never Been	78.8	20.7

readership, attitude toward library, who use other libraries and indicate a hardcover book store in their town are less apt to not take a newspaper than those who have low education, readership and attitude toward the library, have never been to their library, and indicate no book store in their town.

11. Are any magazines delivered to your home? (If yes, how many?)

	None	1-2	3-4	5-6	7-8	9 or more
% responding	22%	22%	28%	18%	5%	5%

Appears primarily related to city size, education and income. As can be seen in Table V-82, respondents living in large cities are less apt to receive five or more magazines than are those living in small towns. High education and income respondents are more apt to receive five or more magazines.

12. Do you personally belong to a book club at the present time? (If no) Have you ever belonged?

	Present member	Past member	Never belonged
% responding	17%	36%	47%

Appears to be affected by nearly everything, as can be seen in Table V-83. Appears strongly related to income, although the straight progression in present membership can also be seen regarding: education, readership (book club membership counts one point), attitude, the familiarity with the library, and presence of a book store.

13. Please give the age and sex of each member of your household?

	Under 6	6-12	13-20	21-30	31-40	41-50	51-60	61+
Respondents (n=775)	-%	1%	9%	15%	15%	18%	16%	23%
Others (n=1778)	12%	18%	26%	9%	9%	10%	8%	8%

SEX

	Male	Female
Respondents	39%	61%
Others	49%	51%

TABLE V-82

MAGAZINES, BY RESPONDENT TYPE

	None	1 - 4	5 or More
Nonuser Type (n=775)			
% Responding	22.1%	50.2%	27.0%
City Size			
Small	17.4	49.5	32.6
Medium	22.4	47.3	29.4
Large	24.0	52.2	22.7
Education			
Less than High School	$\boxed{34.6}$	50.3	13.9
Completed High School	19.4	52.9	28.0
More than High School	13.2	42.2	43.9
Income			
Less than $5,000	27.5	55.0	16.7
$5,000 - $9,999	23.8	51.6	23.4
$10,000 - $14,999	12.9	45.6	41.6
$15,000 and Over	$\boxed{5.6}$	29.7	$\boxed{64.8}$

TABLE V-83

BOOK CLUB MEMBERSHIP, BY RESPONDENT TYPE

Nonuser Type (n=775)	Belong Now	Belonged in Past	Never Belonged
% Responding	17.3%	35.5%	46.9%
Age			
20 and under	13.8	26.3	59.9
21-30	24.4	24.4	51.2
31-40	21.1	37.7	41.2
41-50	18.4	39.0	42.6
51-60	20.0	41.6	37.6
60 +	10.1	38.8	51.1
Education			
Less than High School	9.2	30.8	59.5
Completed High School	19.8	36.3	43.9
More than High School	23.4	43.6	33.0
Income			
Less than $5,000	$\boxed{8.1}$	33.6	57.6
$5,000 - $9,999	19.0	32.9	48.1
$10,000 - $14,999	$\boxed{25.0}$	40.2	34.8
$15,000 +	$\boxed{33.3}$	37.0	27.8
Readership*			
Low	12.5	34.0	53.3
Medium	$\boxed{27.0}$	44.4	27.8
High	$\boxed{44.9}$	31.0	24.1
Attitude			
Less Pleased	15.3	33.3	51.1
Positive	17.9	34.6	47.1
Extra Enthusiastic	18.7	39.0	42.3
Bookstore			
Hardcover	19.5	35.9	44.3
Paperback	18.2	37.1	44.3
No store	10.1	34.3	55.6
Familiarity with Library			
Use Others	20.7	35.6	43.7
Have Been	18.0	35.7	46.0
Never Been	14.1	34.5	51.4

* Book club membership counts one point.

See Table V-84 for a breakdown.

14. Marital status.[1]

	Not married	Married, children under 20	Married, no children under 20
% total respondents (n=775)	12%	40%	35%

See Table V-84 for a breakdown.

15. Education.[2]

	Less than high school	High school	More than high school
% respondents	24%	36%	25%

See Table V-84 for a breakdown.

16. Income.

	Less than $5,000	$5-10,000	$10-15,000	$15,000+
% respondents	19%	33%	17%	7%

See Table V-84 for a breakdown.

17. How many people contribute to this family income?

	1	2	3	4	5 or more	N/A
% responding	59%	33%	2%	*	*	6%

See Table V-85 for a breakdown.

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[1] Those divorced are included under not married; those widowed are included under married; teenagers are not included.

[2] Does not include teenagers.

* Less than 1%.

TABLE V-84

LIBRARY NONUSERS, BY TYPE

(n=775)

	Married, Children	Married, No Children	Not Married	Education			(Income - $000)			
				High School	College	College +	Less Than 5	5 - 10	10 - 15	15 +
% Responding	40.0%	35.2%	12.0%	23.9%	35.9%	25.4%	19.2%	32.5%	17.0%	7.0%
City Size										
Small	32.6	43.0	8.1	27.3	33.7	20.3	27.3	23.8	18.0	7.6
Medium	42.9	35.1	11.8	20.8	37.6	29.4	19.2	34.7	15.9	6.1
Large	41.6	31.6	14.0	24.3	35.8	25.1	15.4	35.2	17.3	7.3
Sex										
Male	39.8	32.1	11.4	22.1	33.1	24.7	17.1	33.1	22.4	10.0
Female	40.4	37.4	12.5	25.2	37.8	26.0	20.5	32.1	13.7	5.1
Age										
Under 20	-	-	-	-	-	-	3.8	28.7	15.0	10.0
Twenties	63.9	16.0	20.2	15.1	43.7	40.3	15.1	50.4	19.3	3.4
Thirties	81.6	9.6	8.8	18.4	51.8	28.9	10.5	37.7	25.4	7.9
Forties	67.4	22.0	10.6	36.9	39.0	21.3	12.8	33.3	19.9	13.5
Fifties	28.0	63.2	8.8	28.8	42.4	28.0	19.2	33.6	19.2	8.8
Sixties +	6.2	74.7	18.5	32.6	33.1	28.7	39.3	19.1	9.0	.6
Married										
Children under 20	100.0	-	-	24.8	46.5	28.1	8.7	42.9	22.3	9.0
No Children under 20	-	100.0	-	30.0	37.7	28.2	30.4	23.4	16.1	4.0
Not Married	-	-	100.0	26.9	33.3	35.5	34.4	31.2	7.5	5.4

(Continued on next page)

TABLE V-84 (cont.)

LIBRARY NONUSERS, BY TYPE

	Married, Children	Married, No Children	Not Married	Education: High School	Education: College	Education: College +	(Income - $000): Less Than 5	(Income - $000): 5 - 10	(Income - $000): 10 - 15	(Income - $000): 15 +
Education										
Less than H.S.	41.6	44.3	13.5	100.0	-	-	34.6	33.5	10.3	1.1
Completed H.S.	51.8	37.1	11.2	-	100.0	-	19.4	38.8	21.2	4.0
More than H.S.	44.2	39.1	16.8	-	-	100.0	11.7	26.9	20.8	15.7
Income ($000)										
Less than $5	18.1	55.7	21.5	43.0	36.2	15.4	100.0	-	-	-
$5 - $10	52.8	25.4	11.5	24.6	42.9	21.0	-	100.0	-	-
$10 - $15	52.3	33.3	5.3	14.4	44.7	31.1	-	-	100.0	-
Over $15	51.9	20.4	9.3	3.7	20.4	57.4	-	-	-	100.0
Readership										
Low	38.4	36.2	13.0	28.9	36.9	19.6	22.3	34.0	14.6	3.2
Medium	40.5	30.2	10.3	7.9	36.5	34.9	11.1	29.4	25.4	15.9
High	55.2	36.2	5.2	6.9	24.1	63.8	5.2	24.1	24.1	25.9
Attitude										
Less Pleased	39.8	29.6	13.9	24.1	29.6	27.6	19.0	27.9	15.6	9.5
Positive	38.9	39.3	10.3	25.2	38.9	22.2	18.4	32.5	20.9	3.0
Extra Enthusiastic	41.5	38.2	11.4	22.4	40.7	26.0	20.3	38.2	15.0	7.3
Bookstore										
Hardcover	43.0	30.8	12.7	22.2	36.5	26.2	13.0	37.8	17.8	8.6
Paperback	42.0	37.1	11.7	22.0	38.3	28.8	22.0	32.6	16.7	4.9
No Store	32.3	41.4	6.1	26.3	30.3	18.2	24.2	21.2	18.2	8.1
Been to Library										
Yes	40.1	34.6	11.7	22.0	37.3	25.3	18.5	33.2	18.0	7.4
Never	39.4	38.0	13.4	32.4	29.6	26.1	22.5	29.6	12.7	4.9
Use Other	35.6	24.5	9.6	6.4	24.5	36.7	9.0	31.9	20.7	13.3

TABLE V-85

CONTRIBUTORS TO INCOME, BY RESPONDENT TYPE

Nonuser type (n=775)

	One	Two or More
% Responding	58.7%	35.8%
Age		
20 and under	42.5	50.0
21-30	63.9	33.6
31-40	64.9	32.5
41-50	53.9	39.7
51-60	52.0	44.8
60 +	66.7	25.4
Education		
Less than High School	58.3	35.2
Completed High School	61.8	36.0
More than High School	62.9	19.4
Income		
Less than $5,000	76.6	22.1
$5,000 - $9,999	61.1	37.3
$10,000 - $14,999	44.7	$\boxed{55.3}$
$15,000 +	61.0	39.0

18. What is the role of the library?

	Only printed materials		Don't care	Other things	
	Strongly	Somewhat		Strongly	Somewhat
% responding	21%	9%	15%	32%	21%

Appears to be affected by many variables, as Table V-86 indicates. Age appears an important factor however. Teenagers are more apt to strongly favor the introduction of other things, while the elderly are more apt either not to care or to somewhat favor printed materials. Highly educated people are also more apt to strongly favor innovation. Exhibit IV gives some verbatim comments relevant to this question.

19. We generated an attitude scale based on positive or negative term selection.

	Less pleased	Positive	Extra enthusiastic
% respondents	38.1%	30.2%	31.7%

See Table V-87 for a breakdown. Age appears to be most influential--youth are less pleased, but income also plays a part--the wealthy are less pleased. Town is an important consideration, as can be seen in Table V-88. Note towns which are highly enthusiastic, like Orono and those with a high proportion of less pleased, like Parkman.

20. We also generated a readership scale based on: use of other libraries; delivery of a newspaper; delivery of magazines (one point for each), etc.

	Low	Medium	High
% respondents	76%	16%	8%

See Table V-87 for a breakout. High education and income respondents are more apt to be high readers. Readership and attitude appear to have no relationship, even when controlled by town (compare Table V-89 with V-88).

TABLE V-86

ROLE OF LIBRARY BY RESPONDENT TYPE

Nonuser Type (n=775)

	Strongly Printed	Somewhat Printed	Don't Care	Somewhat Other	Strongly Other
% Respondents	21.2%	8.6%	14.6%	20.6%	32.4%
City Size					
Small	23.8	7.6	9.9	26.2	30.2
Medium	21.6	8.6	13.1	16.3	38.0
Large	19.6	9.2	17.9	20.9	29.6
Age					
20 and under	$\boxed{6.3}$	6.3	$\boxed{2.5}$	27.5	$\boxed{57.4}$
21-30	16.0	6.7	9.2	24.4	42.0
31-40	23.7	9.6	10.5	22.8	30.8
41-50	20.6	6.4	14.2	21.3	34.7
51-60	21.6	6.4	20.0	20.8	29.6
60 +	29.3	$\boxed{13.5}$	$\boxed{21.3}$	14.0	18.5
Education					
Less than H.S.	30.2	7.6	20.5	15.7	23.8
Completed H.S.	23.4	9.0	16.2	21.9	27.7
More than H.S.	15.2	10.7	10.2	21.8	41.6
Income					
Less than $5,000	23.5	9.4	19.5	15.4	29.5
$5,000 - $9,999	23.8	8.3	11.5	22.2	33.8
$10,000 - $14,999	18.2	9.1	9.1	28.0	35.6
$15,000 +	$\boxed{9.3}$	7.4	$\boxed{7.4}$	16.7	$\boxed{59.2}$
Readership					
Low	22.2	9.0	15.7	20.6	29.8
Medium	18.3	7.1	11.1	22.2	39.7
High	17.2	8.6	10.3	17.2	43.3
Attitude					
Less pleased	15.6	6.1	15.6	22.4	37.2
Positive	20.1	10.7	20.5	17.1	28.2
Extra Enthusiastic	28.9	9.8	$\boxed{7.7}$	22.0	30.4
Familiarity with Library					
Use others	14.9	$\boxed{4.8}$	$\boxed{3.2}$	21.8	53.2
Have been	20.5	9.6	14.4	20.7	32.6
Never been	23.9	$\boxed{4.2}$	15.5	20.4	31.8

EXHIBIT IV

Verbatim comments of every 20th questionnaire in response to:

"Thank you very much for answering my questions. Do you have any comments or suggestions you would like to make?"

Kids use the local University library more often because of the presence of audio-visual aids.

In general, more funds and more up-to-date.

I strongly feel they should offer other things, if stuff is educational, yes.

Wells needs a library.

Library is the greatest thing in Maine.

Publicity needed to make library seem less quiet and dull.

Library director is very good - the respondent is a custodian at the library.

Know more about community you call.

Local library is in perfect shape! Excellent librarian.

It's hard to make a comment on a moment's notice.

Library is pretty well run.

It's a travelling musician.

"Most people don't realize that the more education we give children the less trouble we will have with them."

I somewhat feel that the library should offer only printed materials, especially if they have it in schools.

Projectors would be the worst addition to a library.

Big complaint: "Augusta librarian has come in and taken many of Isleboro's books for eight years in a row including several historic books and records of geneologies. The books are taken and sold to other libraries".

"I'm really pretty proud of our library".

EXHIBIT IV (Continued)

I strongly feel they should offer other things for blind and deaf people.

I somewhat feel they should offer other things if people would take care of them.

I strongly feel that the library should offer only printed materials people would destroy the stuff.

"Deposit on things they borrow so wouldn't wreck it."

Stanford library is very good.

Microfilms.

Call librarian Miss Slate.

Have a very nice library.

I strongly feel they should offer other things, would draw more people.

I strongly feel they should offer other things, movie projectors, good things, educational films are great.

A lot more reference books and periodicals, kids aren't allowed to use facilities as much as she thinks they should be.

I somewhat feel they should offer other things, travel films, camping safety film.

I somewhat feel they should offer other things if town could afford it.

"Questions should be less stuffy-stodgy, you were pleasant, but your questions stunk."

TABLE V-87

ATTITUDE AND READERSHIP OF LIBRARY NON-USERS, BY TYPE
(n=775)

	Attitude			Readership		
	Less Pleased	Positive	Extra Enthusiastic	Low	Medium	High
% Respondents	38.1%	30.2%	31.7%	76.3%	16.3%	7.5%
City Size						
small	46.5	24.4	29.1	75.0	19.2	5.8
medium	28.9	33.5	37.6	73.1	16.7	10.2
large	39.2	30.7	29.1	79.1	14.5	6.4
Sex						
male	41.8	28.4	29.8	75.3	16.1	8.7
female	35.9	31.3	32.8	76.7	16.5	6.8
Age						
under 20	56.2	23.8	20.0	73.8	23.8	2.5
twenties	50.5	26.9	22.7	78.2	15.1	6.7
thirties	41.2	30.7	28.1	77.2	15.8	7.0
forties	34.3	28.4	38.3	69.5	18.4	12.1
fifties	25.6	36.8	37.6	77.6	13.6	8.8
sixties +	33.1	30.9	36.0	80.3	12.9	6.7
Married						
children under 20	37.7	29.4	32.9	73.2	16.5	10.3
no children under 20	31.9	33.7	34.4	78.4	13.9	7.7
Not Married	44.1	25.8	30.1	82.8	14.0	3.2

TABLE V-87 (cont.)

ATTITUDE AND READERSHIP OF LIBRARY NONUSERS, BY TYPE

	Attitude			Readership		
	Less Pleased	Positive	Extra Enthusiastic	Low	Medium	High
Education						
less than high school	38.4%	31.9%	29.7%	92.4%	5.4%	2.2%
completed high school	31.3	32.7	36.0	78.4	16.5	5.0
more than high school	41.1	26.4	32.5	58.9	22.3	$\boxed{18.8}$
Income ($000)						
less than $5	37.5	28.9	33.6	88.6	9.4	2.0
$5 - $10	32.5	30.2	37.3	79.8	14.7	5.6
$10 - $15	34.9	37.1	28.0	65.2	24.2	10.6
over $15	54.3	$\boxed{13.0}$	33.3	35.2	37.0	$\boxed{27.8}$
Readership						
low	38.7	30.5	30.8	100.0	-	-
medium	35.8	31.7	32.5	-	100.0	-
high	35.2	24.1	39.7	-	-	100.0
Attitude						
less pleased	100.0	-	-	77.9	15.3	6.8
positive	-	100.0	-	76.9	17.1	6.0
extra enthusiastic	-	-	100.0	74.0	16.7	9.3
Bookstore						
hardcover	35.1	31.6	34.3	75.7	15.9	8.4
paperback	35.2	34.1	30.7	76.5	16.3	7.2
no store	54.7	$\boxed{14.1}$	31.3	73.7	20.2	6.1
Been to Library						
yes	29.6	33.3	37.1	75.5	16.9	7.6
never	$\boxed{75.1}$	16.2	$\boxed{7.7}$	79.6	13.4	7.0
use other	50.0	23.9	26.1	60.1	26.6	13.3

TABLE V-88

ATTITUDE, BY TOWN

(n=775)

	Less Pleased	Positive	Extra Enthusiastic
% Responding	37.9%	30.2%	31.7%
City			
Augusta	$\boxed{56.0}$	26.0	18.0
Bangor	43.1	31.4	25.5
Biddeford	43.1	27.5	29.4
Caribou	19.6	31.4	$\boxed{49.0}$
Portland	$\boxed{58.2}$	32.7	$\boxed{9.1}$
Presque Isle	32.0	32.0	36.0
Sanford	28.0	34.0	38.0
Bridgton	40.5	43.2	16.2
Eastport	$\boxed{17.6}$	41.2	41.2
Fort Kent	$\boxed{17.6}$	38.2	44.1
Millinocket	20.0	28.6	$\boxed{51.4}$
Orono	28.6	8.6	$\boxed{62.9}$
Thomaston	31.4	40.0	28.6
York	45.7	34.3	20.0
Blue Hill	$\boxed{12.5}$	37.5	$\boxed{50.0}$
Bowdoinham	$\boxed{68.0}$	8.0	20.0
Fayette	35.0	35.0	30.0
Greenville	34.6	30.8	34.6
Islesboro	27.3	40.9	31.8
Parkman	$\boxed{75.9}$	6.9	17.2
Poland	$\boxed{57.7}$	19.2	23.1

TABLE V-89

READERSHIP, BY TOWN

(n=775)

	Low	Medium	High
% Responding	76.3%	16.3%	7.5%
Town			
Augusta	72.0	14.0	14.0
Bangor	72.5	25.5	2.0
Biddeford	90.2	7.8	2.0
Caribou	80.4	13.7	5.9
Portland	78.2	14.5	7.3
Presque Isle	64.0	24.0	12.0
Sanford	96.0	2.0	2.0
Bridgton	83.8	10.8	5.4
Eastport	76.5	17.6	5.9
Fort Kent	73.5	14.7	11.8
Millinocket	77.1	14.3	8.6
Orono	54.3	20.0	25.7
Thomaston	80.0	14.3	5.7
York	65.7	25.7	8.6
Blue Hill	75.0	16.7	8.3
Bowdoinham	68.0	16.0	16.0
Fayette	60.0	40.0	-
Greenville	73.1	26.9	-
Islesboro	81.8	13.6	4.5
Parkman	79.3	17.2	3.4
Poland	84.6	7.7	7.7

C. Bookmobile (n=76)

We have a total of 76 respondents in our bookmobile sample, a number too small to break down into subgroups. Therefore, we present here only the average for all responses.

1. Do you have a library card for the bookmobile?

	Yes	No
% responding	53%	47%

2. Do other members of your family have library cards?

	Yes	No
% users* responding	55%	45%
% non-users responding	25%	75%

2a. (For others having cards) What are their ages?

Age category	No. family members with cards[1]	Total family members[2]
Under 6	2	23
6-12	30	45
13-20	24	52
21-30	2	10
31-40	4	26
41-50	1	19
51-60	1	8
61+	3	21
Total	67	204

3. How often does the bookmobile visit this town?

	FREQUENCY						
	Once week	Every 2 weeks	Every 3 weeks	Once month	Every 5 weeks	Less than 10 a year	N/A
% respondents	3%	1%	5%	58%	3%	3%	28%

[1-2] Excludes respondents.

* A person holding a card is deemed a user.

4. How often do you use the bookmobile?

	FREQUENCY				
	Every time	Every other time	Every 3-4 times	Few times year	Rarely never
% respondents	34%	15%	3%	5%	43%
% users	63%	23%	5%	5%	5%
% non-users	3%	6%	-	6%	86%

5. (Those using the bookmobile a few times a year or more) Do you generally go to the bookmobile with a book or magazine in mind, or do you usually see something there you would like to take out?

	Title in mind	See there	Half and half	Librarian shows	N/A
% respondents (n=43)	12%	42%	40%	2%	5%

6. (Those using the bookmobile a few times a year or more) Purpose for going to the library.

	Personal	School/ business	Take child.	Varies	Other	N/A
% respondents (n=43)	58%	7%	5%	5%	2%	23%

7. Do you ever take books out for someone other than yourself?

	Yes	No
% responding	34%	65%

8. (Those taking out for others) Do they select the books they want, or do you?

	Reader selects	Respondent selects	Librarian selects	It varies
Number responding	7	11	1	6

9. Are any of the following libraries within 25-30 miles of this town?

	Public	State	Pub. Schl.	Special	College
% responding "yes"	74%	7%	42%	-	24%
% of total indicating have used	13%	-	7%	-	3%

10. What would you say are some of the major reasons why some people don't use public libraries (or bookmobiles)? You may include any personal reasons you might have for not using the library more.

Reason	Percent responding
Too busy	22%
Other sources materials	12%
Transportation, parking, accessibility	20%
Conflicting hours	8%
Need more information	7%
Inadequate collections	5%
Other library factors	4%
TV	4%
No interest	16%
Other	8%
Don't know	9%
No answer	8%

See Exhibit V for verbatim comments.

11. Are you satisfied with the books, materials and services available through the bookmobile, or do you think improvements could be made?

	Satisfied	Changes	Don't know, N/A
% responding	50%	20%	30%
% users	68%	25%	8%
% non-users	31%	14%	56%

EXHIBIT V

Verbatim response of every second questionnaire to:

"People differ quite a bit as to why they do not use public libraries (or bookmobiles). What would you say are some of the major reasons why some people don't use them? You can include any personal reasons you might have for not using the library more."

Too far to travel.

Have to have card -- teachers sometimes won't let students out of classes to visit mobile and it only comes in the morning during school hours.

Too busy to read (on farm).

Some people feel the books are picked over. Inconvenient.

People have access to other sources of books. People have better things to do.

Don't read much.

Don't read too much.

Don't care about reading.

Forgetfulness (bookmobile).

Not open all hours.

Reading material elsewhere (magazines) -- so little free time.

They get reading material elsewhere.

Don't take time to find what's available.

Elderly people can't get out to use library or bookmobile.

Neglect; magazines available.

Don't care to read.

Don't have time to read.

Too far away (in country).

Magazine subscriptions.

Too busy.

EXHIBIT V (Continued)

Not interested in reading.

More apt to if they have children or job requirements.

Neglect; disinterest.

Don't know.

Send to State Library; too busy; don't read much.

Inconvenience of going to library.

Inconvenience of using library.

Get reading through the mail or newstand.

Comes at a bad time and not for very long.

Don't know.

General inconvenience of using them.

Has bad eyes.

No time.

Don't read too much.

Not much of a reader.

Too far away.

TV; don't read too much.

Publicity is poor about how to use them.

Too far to town to walk and no transportation.

Difficult to keep track of the schedule.

I can't always be here when they come; public library is in the city where some seldom go.

They might go somewhere and forget to give the books to someone to take back for them.

11a. (Those wishing changes) What, specifically would you like to see changed, added or improved? Verbatim responses follow.

Wider variety of material.
Bigger selection.
Bigger selection of material.
More decent books.
Bigger selection of books.
Change books more often.
More recent publications.
More of the old books - old authors (e.g., G. Stratton Porter).
More emphasis on non-fiction.
Has read most of books.

12. Is there a store in this town which sells hardcover books?

	Yes	No	Don't know
% responding	5%	91%	4%

12a. (If no store is indicated) Is there a store here which sells paperback books?

	Yes	No	Don't know
% responding (n=71)	48%	45%	7%

13. Is a daily newspaper delivered to your home?

	Yes	No
% responding	71%	29%
% users	70%	30%
% non-users	72%	28%

14. How many magazines are delivered to your home?

	None	1-2	3-4	5-6	7 or more
% responding	20%	17%	25%	26%	11%
% users	5%	40%		55%	
% non-users	36%	45%		17%	

15. Do you belong to a book club? Have you in the past?

	Belong present	Belonged past	Never belonged
% responding	11%	41%	47%
% users	10%	50%	38%
% non-users	11%	31%	58%

16. Please give the age and sex of each member of the family.

	AGE							
	Under 6	6-12	13-20	21-30	31-40	41-50	51-60	61+
% respondents	-%	-%	8%	12%	21%	12%	12%	26%
% others	11%	22%	26%	5%	13%	9%	4%	10%

	SEX	
	Male	Female
% respondents	20%	80%
% others	65%	35%

17. Marital status (adults only).

	Not married	Married, child. under 20	Married, no child. under 20
% respondents	11%	45%	38%
% users	18%	48%	25%
% non-users	3%	42%	53%

18. Education (all respondents).

	In school	Less than high school	Completed high school	More than high school
% respondents	7%	20%	41%	22%
% users	7%	20%	33%	30%
% non-users	7%	19%	50%	14%

19. Annual family income.

	Under $5,000	$5-9,999	$10-14,999	$15,000+	N/A
% respondents	29%	32%	20%	3%	16%
% users	43%	35%	10%	5%	7%
% non-users	14%	28%	31%	-	27%

20. How many people contribute to this family income?

	One	Two	Three	N/A
% responding	66%	24%	3%	7%

21. Do you have any comments or suggestions you would like to make?

VERBATIM COMMENTS

State library is good - also, I use it by mail.
Construct a library in Canton.
We get a lot of use out of the bookmobile.
Bookmobile is great.

D. Patrons (those 232 respondents who filled in a questionnaire placed in four libraries).

1. Do you have a library card for this library?

	Yes	No	N/A
% responding	82%	16%	2%

A large portion of the "no's" can be accounted for by the Maine State Library respondents, 52% of which had no card (as would be expected). Other than use, age and income appear to affect card ownership, as does attitude (to some extent), and marital status. (See Table V-90.)

2. Do other members of your family have cards for this library?

	Yes	No	N/A
% responding	47%	45%	9%

Once again the Maine State Library respondents affect the responses, since only 12% responded "yes" (as would be expected). Other influences, as can be seen in Table V-91, are: whether the respondent is a card holder or not, as well as the age, income level, and attitude of the respondent. Respondents who do not have a library card themselves are far less apt to have family members with library cards. Teenagers are more apt to have other family members with cards. Low income respondents are more apt not to have other family members with cards. There is a slight, but noticeable difference by attitude--the less pleased the respondent, the more apt he is to have other family members with cards (this may be due to the age factor).

2a. (If other members have cards) What are their ages?

	Under 6	6-12	13-20	21-30	31-40	41-50	51-60	61+
% of family members with cards[1]	2%	16%	18%	11%	7%	22%	16%	7%

Since quite a few respondents did not completely fill in the background section, comparisons with library card holders to the general population (all households surveyed) is not meaningful: in some instances the number having cards in an age category exceeds the number given as family members in that category.

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[1] Excludes respondents.

TABLE V-90

PRESENCE OF A LIBRARY CARD, BY RESPONDENT TYPE

Patron Type (n=232)	Yes	No
% Responding	81.9%	16.4%
Use of Library		
less than 1/month	52.6	$\boxed{47.4}$
1-2/month	78.2	20.0
3-4/month	87.7	10.5
5 +/month	86.8	11.2
Age		
20 and under	83.3	16.7
21-30	75.7	$\boxed{24.3}$
31-40	79.4	20.6
41-50	79.6	15.9
51-60	86.4	13.6
60 +	86.8	$\boxed{7.9}$
Marital Status		
not married (divorced)	79.0	21.0
married, children under 20	84.3	15.7
married, no children under 20	82.9	11.8
Income		
less than $5,000	84.4	12.5
$5,000 - $9,999	78.8	20.0
$10,000 - $14,999	73.6	$\boxed{24.5}$
$15,000 +	94.1	$\boxed{5.9}$
Attitude		
less pleased	91.4	$\boxed{7.4}$
positive	77.5	19.7
extra enthusiastic	76.3	22.5
Library		
Bangor	98.4	1.6
Portland	97.1	2.9
Augusta	94.2	2.9
Maine State	43.9	$\boxed{51.6}$

TABLE V-91

PRESENCE OF OTHER CARDS BY RESPONDENT TYPE

Patron Type (n=232)

	Yes	No	N/A
% Responding	45.6%	45.3%	9.1%
Card Holder			
yes	53.1	37.4	9.5
no	$\boxed{7.9}$	$\boxed{89.5}$	2.6
Age			
20 and under	$\boxed{75.0}$	$\boxed{20.8}$	4.2
21-30	40.5	59.5	-
31-40	55.9	38.2	5.9
41-50	40.9	34.1	$\boxed{25.0}$
51-60	45.5	50.0	4.5
60 +	26.3	60.5	13.2
Income			
less than $5,000	25.0	$\boxed{75.0}$	-
$5,000 - $9,999	38.8	48.7	12.5
$10,000 - $14,999	54.7	30.2	15.1
$15,000 +	53.0	43.1	3.9
Attitude			
less pleased	53.1	39.5	7.4
positive	43.7	46.4	9.9
extra enthusiastic	40.0	50.0	10.0
Library			
Bangor	61.9	38.1	-
Portland	58.0	40.6	1.4
Augusta	55.9	44.1	-
Maine State	$\boxed{12.1}$	57.6	$\boxed{30.3}$

3. How many times a month do you come to this library?

	TIMES/MONTH			
	Less than once	1-2 times	3-4 times	5 or more
% respondents	8%	24%	25%	42%

Primarily affected by presence of a library card, the library involved, and, to a certain extent, income. Non-card holders are far more apt to be infrequent library users, as are the $10-15,000 income respondents, and patrons of the State Library. No Bangor patron indicated infrequent use. (See Table V-92.)

3a. (For those visiting less than once/month) How often do you go a year?

	Less than once/year	1-2 times a year	3-4 times a year	5-6 times a year	7+ times a year
Number of respondents	1	2	3	5	7

There are too few respondents to break these figures down.

4. Do you generally come here by yourself, with someone, or come with your children?

	By myself	With children	With someone else
% responding	73%	14%	11%

Age and marital status obviously affect responses. So too do: library use, income and library. As Table V-93 indicates, infrequent library users are more likely to come with someone else, as are teenagers. Low income respondents, on the other hand, are more apt to go by themselves. Maine State patrons are not apt to go with children.

5. Do you ever pick up books, materials or equipment here for people other than yourself?

	Yes	No	N/A
% responding	52%	46%	2%

As can be seen in Table V-94, many variables appear to affect response: age, marital status (as would be expected), education, income, readership and attitude.

TABLE V-92

FREQUENCY OF USE, BY RESPONDENT TYPE

Patron Type (n=232)

	Less than Once/month	1-2 times/ month	3-4 times/ month	5 or more times/month
% Responding	8.2%	23.7%	24.6%	42.2%
Card Holder				
yes	5.3	22.6	26.3	44.7
no	23.7	28.9	15.8	29.0
Income				
less than $5,000	6.3	18.8	25.0	46.8
$5,000 - $9,999	6.3	21.3	23.8	47.4
$10,000 - $14,999	18.9	24.5	22.6	32.1
$15,000 +	3.9	19.6	31.4	45.1
Library				
Bangor	-	33.3	27.0	39.7
Portland	4.3	11.6	24.6	58.1
Augusta	8.8	14.7	41.2	35.3
Maine State	19.7	31.8	13.6	31.9

TABLE V-93

WITH WHOM DO YOU GO TO THE LIBRARY, BY RESPONDENT TYPE

Patron Type (n=232)

	By Myself	With Children	With Others
% Responding	73.2%	14.2%	10.8%
Library Use			
less than 1/month	68.3	5.3	21.1
1 - 2/month	60.0	25.5	12.7
3 - 4/month	70.2	17.5	12.3
5 +/month	84.7	8.2	7.1
Age			
20 and under	58.3	-	41.7
21-30	78.4	16.2	5.4
31-40	55.9	35.3	5.9
41-50	65.9	22.7	9.1
51-60	86.4	6.8	6.8
60 +	89.5	-	5.3
Income			
less than $5,000	96.9	-	-
$5,000 - $9,999	80.0	12.5	7.5
$10,000 - $14,999	52.8	24.5	17.0
$15,000 +	68.6	19.6	11.8
Library			
Bangor	63.5	23.8	12.7
Portland	81.3	10.1	7.2
Augusta	58.9	23.5	17.6
Maine State	81.9	4.5	9.1

TABLE V-94

DO YOU PICK THINGS UP FOR OTHERS, BY RESPONDENT TYPE

Patron Type (n=232)

	Yes	No
% Responding	51.7%	46.1%
Age		
20 and under	37.5	62.5
21-30	43.2	54.1
31-40	55.9	44.1
41-50	61.4	34.1
51-60	70.5	29.5
60 +	39.5	55.2
Marital Status		
not married	37.0	60.5
married, children under 20	61.4	38.6
married, no children under 20	59.3	36.8
Education		
less than high school	28.6	71.4 *
completed high school	50.9	47.1
some college	62.2	37.8
college graduate and more	67.2	32.8
Income		
less than $5,000	28.1	65.7
$5,000 - $9,999	56.2	43.8
$10,000 - $14,999	58.5	39.6
$15,000 +	58.8	39.2
Readership		
low	35.6	61.7
medium	48.8	47.7
high	67.9	32.1
Attitude		
less pleased	40.7	56.8
positive	52.1	45.1
extra enthusiastic	62.5	36.3

* This is a *very* small number, however.

The older the respondent, up to age 61, the greater the likelihood he will pick up materials for others. Respondents with children under age 20 are more likely to pick up materials for others (presumably their children) than respondents who are either unmarried or without children under 20. The higher the education and the income, the more likely a respondent is to pick up materials for others. The same holds true for attitude and readership: the more enthusiastic and the greater a reader the respondent is, the more apt he is to pick up materials for others.

5a. (If respondent takes out books or materials for others) Do they select the books or materials themselves, or do you pick them out?

	Reader selects	Respondent selects	Librarian selects	Combination of responses
% respondents (n=121)	23%	35%	2%	40%

Since respondents were not monitored, they could more easily select whether or not they would respond to a question, which makes analysis more difficult. Table V-95 indicates responses by library use, age, and income, omitting nonresponses. Results are erratic (compare with user figures). Infrequent library users are less apt to select the materials and more apt to have the reader select. More frequent users are less apt to have the reader select. Whereas with the user survey respondents tended to select materials increasingly with increasing age, no pattern can be seen with the patrons. A pattern can be seen with income, where the higher the income, the greater the tendency for the respondent to select the materials.

6. Do you usually come here with a book in mind which you want, or do you usually browse for a book when you get here?

	Title in mind	Browse	Half and half	Varies	Don't know, N/A
% respondents	12%	38%	47%	2%	1%

Appears to vary primarily by income (the higher the income, the greater the tendency to have a title in mind). Infrequent users more frequently tend to have a title in mind, as do teenagers, and Maine State Library patrons. Augusta public library patrons tend largely to browse. (See Table V-96.)

TABLE V-95

WHO SELECTS THE BOOKS, MATERIALS, BY RESPONDENT TYPE

Patron Type (n=121)

	Reader Selects	Respondent Selects	Combination of 2 or more
% Respondents	23%	35%	40%
Library Use			
less than 1/month	$\boxed{62}$	$\boxed{13}$	$\boxed{13}$
1 - 2/month	32	42	23
3 - 4/month	$\boxed{7}$	45	48
5 +/month	20	29	51
Age			
20 and under	25	25	50
21-30	12	44	44
31-40	22	39	39
41-50	27	35	38
51-60	25	29	41
60 +	20	47	27
Income			
less than $5,000	-	25	75
$5,000 - $9,999	30	31	39
$10,000 - $14,999	19	32	44
$15,000 +	23	47	30

TABLE V-96

DO YOU USUALLY HAVE A TITLE IN MIND, BY RESPONDENT TYPE

Patron Type (n=232)

	Title in Mind	Browse	Do Both	Other	Don't Know, Not Applicable
% Responding	11.6%	38.4%	47.0%	1.7%	1.3%
Library Use					
less than 1/month	$\boxed{31.6}$	31.6	31.5	5.3	-
1 - 2/month	10.9	45.5	41.8	-	1.8
3 - 4/month	8.8	42.1	49.1	-	-
5 +/month	10.2	34.7	52.0	3.1	-
Age					
20 and under	$\boxed{20.8}$	41.7	33.3	4.2	-
21-30	13.5	37.8	43.3	5.4	-
31-40	$\boxed{5.9}$	35.3	58.8	-	-
41-50	11.4	36.4	49.9	-	2.3
51-60	$\boxed{2.3}$	40.9	54.5	-	2.3
60 +	15.8	39.5	39.5	2.6	2.6
Income					
less than $5,000	9.4	31.3	50.0	3.1	6.2
$5,000 - $9,999	10.0	33.8	54.9	1.3	-
$10,000 - $14,999	13.2	41.5	41.5	1.9	1.9
$15,000 +	15.7	47.0	37.3	-	-
Library					
Bangor	7.9	44.4	46.1	1.6	-
Portland	10.1	31.9	55.2	1.4	1.4
Augusta	8.8	$\boxed{58.8}$	32.4	-	-
Maine State	$\boxed{18.2}$	28.8	47.0	3.0	3.0

7. Do you usually know where in the library to find the item you want, or do you have to look in the card catalogue or ask a librarian?

	Know	Look up	Ask libr.	Only browse	More than 1 response	N/A
% responding	48%	32%	6%	11%	3%	2%

The most influential variable appears to be the presence of a library card, as can be seen in Table V-97. Readership and attitude appear to have some slight, but consistent, effect: the higher the readership and the more enthusiastic the attitude, the greater the tendency to know where the item is in the library. Age, income and the library are also variables. Teenagers are more likely to use the catalogue and more likely to browse than the average; the elderly are more likely to ask a librarian than the average. High income respondents are less apt than the average to use the catalogue. Portland respondents are more apt to ask a librarian than the average. Augusta public library patrons are more apt than the average to browse.

8. Do you generally come to this library for your own personal enjoyment, or do you come to bring your children or do you come for business or school-related purposes?

	Personal	Take child.	School/ business	Other	Don't know, N/A
% respondents	73%	*%	14%	*%	11.6%

Once again, the presence of a card appears the most critical factor. Library use and education also appear to affect the purpose of going to the library: the more frequent the use and the lower the education, the more use tends to be personal (infrequent users tend far more to go for business or school-related purposes). As would be expected, the Maine State Library patrons are more apt than the average to go for business or school-related purposes (Table V-98).

9. Has the librarian ever asked you if she could be of help in finding something for you?

	Yes			
	Frequently	Sometimes	No	Don't know, N/A
% responding	31%	45%	21%	3%

Response does not appear affected by attitude but (as Table V-99 indicates) does appear somewhat affected by the presence of a library card, library use, respondent age, and the library in question. Non-card

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* Less than 1%.

TABLE V-97

DO YOU KNOW WHERE TO FIND WHAT YOU WANT, BY RESPONDENT TYPE

Patron Type (n=232)	Know	Use Catalog	Ask Librarian	Browse	More than 1 Response	DK, NA
% Responding	47.8%	31.5%	5.6%	10.8%	2.6%	1.7%
Cardholder						
yes	53.1	26.8	6.3	10.5	2.2	1.1
no	$\boxed{18.4}$	$\boxed{55.3}$	2.6	13.2	5.3	5.2
Age						
20 and under	20.8	$\boxed{50.0}$	4.2	$\boxed{20.8}$	4.2	-
21-30	40.5	43.3	2.7	8.1	2.7	2.7
31-40	44.2	38.2	-	14.7	2.9	-
41-50	63.7	18.2	4.5	4.5	4.6	4.5
51-60	54.5	22.7	9.1	11.4	2.3	-
60 +	52.6	26.3	$\boxed{13.2}$	5.3	-	2.6
Income						
less than $5,000	53.2	28.1	6.3	$\boxed{3.1}$	3.1	6.2
$5,000-$9,999	39.9	37.5	6.3	12.5	3.8	-
$10,000-14,999	43.4	37.7	3.8	11.3	-	3.8
$15,000 +	64.7	$\boxed{15.7}$	3.9	13.7	2.0	-
Readership						
low	36.9	35.6	6.8	15.1	2.8	2.8
medium	48.8	31.4	5.8	11.6	1.2	1.4
high	52.8	30.2	5.7	7.5	3.8	-
Attitude						
less pleased	43.3	28.4	7.4	16.0	3.7	1.5
positive	45.0	32.4	8.5	9.9	1.4	2.8
extra enthusiastic	54.9	33.8	1.3	6.3	2.5	1.2
Library						
Bangor	58.7	23.8	1.6	14.3	1.6	-
Portland	48.0	30.4	$\boxed{10.1}$	7.2	1.4	2.9
Augusta	44.2	23.5	8.8	$\boxed{20.6}$	2.9	-
Maine State	39.4	44.0	3.0	6.1	4.5	3.0

TABLE V-98

FOR WHAT PURPOSE DO YOU GO TO THE LIBRARY, BY RESPONDENT TYPE

Patron Type (n=232)

	Personal	Bring Children	Business/ School	Other	Don't Know, Not Applicable
% Responding	73.4%	.4%	14.2%	.4%	11.6%
Card Holder					
yes	78.9	.5	10.0	-	10.6
no	47.4	-	$\boxed{31.6}$	2.6	18.4
Library Use					
less than 1/month	42.1	-	$\boxed{47.3}$	5.3	5.3
1-2/month	67.3	1.8	10.9	-	20.0
3-4/month	75.4	-	10.5	-	14.1
5 +/month	83.7	-	11.2	-	5.1
Education					
less than high school	100.0*	-	-	-	-
completed high school	90.2	-	3.9	-	5.9
some college	83.8	-	5.4	-	10.8
completed college and more	67.3	1.6	14.8	1.6	14.7
Library					
Bangor	74.6	1.6	6.3	-	17.5
Portland	82.7	-	10.1	-	7.2
Augusta	82.4	-	8.8	-	8.8
Maine State	57.6	-	$\boxed{28.8}$	1.5	12.1

* Caution, this is a very small number.

TABLE V-99

HAS THE LIBRARIAN ASKED IF SHE COULD HELP YOU, BY RESPONDENT TYPE

Patron Type (n=232)

	Yes			
	Frequently	Sometimes	No	Don't Know, Not Applicable
% Responding	31.0%	44.9%	21.1%	3.0%
Cardholder				
yes	36.3	42.1	20.0	1.6
no	$\boxed{5.3}$	57.9	26.3	10.5
Library Use				
less than 1/month	36.8	36.9	$\boxed{10.5}$	15.8
1-2/month	30.9	41.9	23.6	3.6
3-4/month	24.6	45.5	28.1	1.8
5 +/month	33.7	49.0	17.3	-
Age				
20 and under	$\boxed{12.5}$	45.8	$\boxed{33.3}$	8.4
21-30	24.3	46.0	27.0	2.7
31-40	26.5	44.1	29.4	-
41-50	31.8	43.2	18.2	6.8
51-60	38.6	47.8	13.6	-
60 +	39.5	42.1	15.8	2.6
Library				
Bangor	23.8	49.2	27.0	-
Portland	$\boxed{53.7}$	36.2	$\boxed{10.1}$	-
Augusta	17.6	50.1	23.5	8.8
Maine State	21.2	47.0	25.8	6.0

holders are far less apt to indicate a librarian frequently asks them if she can be of help. Infrequent users are less apt than the average to indicate "no". Teenagers are less apt to indicate librarians frequently ask them if they need help. Portland patrons are more apt to indicate frequent offers of help.

10. Do you usually use the books, equipment or materials here or take them home?

	Use there	Take home	Half and half	Don't know, N/A
% respondents	6%	75%	19%	*%

Library use, sex, income and the library itself appear to influence where materials are used. Infrequent users are far more apt to use materials in the library. Women are more apt to take materials home than men. The higher the income the more likely a respondent is to take materials home. Maine State Library respondents, as would be expected, are less apt to take materials home, while Augusta public library patrons are more apt to take them home. (See Table V-100.)

11. Are you within 25-30 miles of any of the following types of libraries? (If yes) Have you used within the past year?

	Public	State	Elem.	Spec.	Book.	Coll.	Grad.	Second.	Branch
% respondents	60%	23%	34%	13%	12%	56%	15%	34%	20%
% of "yes" who use	46%	57%	25%	59%	18%	46%	44%	28%	15%
% of total who use	27%	13%	8%	7%	2%	25%	7%	10%	3%

12. In addition to loaning books and so forth, what kinds of special programs does this library offer?[1]

	Story hours	Art exhib.	Lecture/ concerts	Special collects.[2]	Other[3]	No programs	N/A
% respondents	20%	13%	14%	18%	38%	2%	37%

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* Less than 1%

[1] This is a recall question. Respondents were not given a list.

[2] Such as records, films, etc.

[3] Non-program items, such as "best sellers".

TABLE V-100

WHERE DO YOU USUALLY USE THE BOOKS, EQUIPMENT AND MATERIALS, BY RESPONDENT TYPE

Patron Type (n=232)

	Use Here	Take Home	Do Both	Don't Know, Not Applicable
% Responding	5.6%	75.0%	19.0%	.4%
Library Use				
less than 1/month	21.1	31.6	42.0	5.3
1-2/month	5.5	81.8	12.7	-
3-4/month	1.8	89.4	8.8	-
5 +/month	5.1	71.4	23.5	-
Sex				
male	7.0	67.0	25.0	1.0
female	4.8	82.5	12.7	-
Income				
less than $5,000	9.4	62.5	28.1	-
$5,000 - $9,999	7.5	72.5	20.0	-
$10,000 - $14,999	1.9	73.6	22.6	1.9
$15,000 +	2.0	90.2	7.8	-
Library				
Bangor	3.2	87.3	9.5	-
Portland	1.4	76.9	21.7	-
Augusta	-	97.1	2.9	-
Maine State	15.2	50.0	33.3	1.5

Patrons are not well versed on programs offered. Many--38%--indicated collections, such as "best sellers" or services, such as "interlibrary loan" rather than programs. The only programs to come out, in fact, are story hours, art exhibits, and lectures or concerts. Table V-101 compares responses by city with librarian responses.

13. Are there any programs which this library does not have that you would like to have?

	Story hours	Art exhib.	Lecture/ concerts	Special collects.[1]	Other[2]	None N/A
% responding	*%	2%	3%	5%	22.5%	69%

Despite a lack of awareness of programs offered, no real desire for programs is evidenced. See Table V-102; also see Exhibits VI and VII for verbatim comments as to offered and desired programs.

14. Now, thinking in terms of this library, is it . . . ?

	Percent of Respondents		Percent of Respondents
Efficient	83%	Inefficient	4%
Easy to get to	83%	Hard to get to	5%
Friendly	83%	Unfriendly	1%
Clean	82%	Musty	6%
Quiet	76%	Noisy	8%
Well lighted	76%	Poorly lighted	10%
Well organized	73%	Confusing	9%
Pleasant	73%	Gloomy	7%
Easy to get what want	68%	Hard to get what want	12%
Encouraging	67%	Intimidating	4%
Busy	66%	Empty	7%
Comfortable	60%	Uncomfortable	19%
Easy going	52%	Restrictive	9%
Exciting	38%	Dull	9%
Youth oriented	31%	Stuffy	9%

It is quite obvious that the library is considered neither exciting nor youth oriented. No clear cut variables appear to influence response, although age appears strongest (youth were far more apt to indicate "uncomfortable, stuffy and confusing" for example). (See the breakout of selected negative selections by respondent type and city in Table V-103.) The user and non-user variables were more clear cut.

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* Less than 1%.

[1] Such as records, films, etc.

[2] Non-program items, such as "best sellers".

TABLE V-101

PROGRAMS OFFERED, BY LIBRARY

(n=232)

	Story Hours	Art Exhibits	Lectures/ Concerts	No Programs
% Responding	20.3%	12.9%	13.8%	1.7%
Library				
Bangor	25.4*	30.2*	11.1*	-
Portland	31.9*	4.3*	27.5*	2.9
Augusta	26.5*	20.6*	14.7	2.9
Maine State	-	1.5	1.5	1.5

* Library does offer this program.

TABLE V-102

PROGRAMS DESIRED, BY LIBRARY

(n=232)

	Story Hour	Art Exhibits	Lectures/ Concerts	None, No Answer
% Responding	.4%	1.7%	3.4%	69.4%
Library				
Bangor	-	3.2	3.2	68.3
Portland	1.4	1.4	8.7	62.3
Augusta	-	2.9	-	82.4
Maine State	-	-	-	71.2

EXHIBIT VI

Verbatim reponse of every sixth questionnaire to:

"As far as you know, in addition to loaning books and so forth, what kinds of special programs does this library offer? *(please describe each briefly)*"

I honestly am unsure.

None.

Lending libraries - Bookmobiles.

Obtaining special material not owned.

Research - Films, Records, Periodicals.

Law Library.

Helps to locate special material, upon request, from outside sources.

It has bookmobile service, it loans out films and special equipment for the handicapped.

Film service - microfilm.

I don't know the programs offered.

Current and Past Magazines - Town, County, and State Reports.

Don't know.

Meeting Space - Reference Service - Art Exhibits.

Children's Story Hour - Art Exhibits.

Music Branch (records) - Story Hour for Children - Art Displays.

Story time for elementary students - Phonograph records are available to take out - microfilmed newspapers, magazines.

Children's reading hour - Braille Books, etc.

They have reference rooms so students can do research work right at the library.

I don't know.

EXHIBIT VI (Continued)

Unknown.

Story time for small children.

Records - Pamphlets - Magazines.

It has many special exhibits - it has a collection upstairs - it has a conference room.

They offer window displays .

None that I am aware of, except reading club for children (Summer).

I believe they have some special programs for school children.

Film loans.

None that I know of.

None .

The library has records - children's, classical, pop, & rock music. There are special reading story hours for children. There are frequent exhibitions - local talent (painting, carving, etc.) and school exhibitions. There is a summer reading program for children.

Not known.

It has a bookmobile, and has no other special programs as far as I know.

Teaching units by subjects - Field trip for students - Story hours - Art exhibits - Rare Book exhibit - Lectures.

Local Art exhibits - Children story hour.

Loan records - have story hours for children.

Records - Story hour for children .

They have art exhibits.

Speaker program - newly instituted record library.

Children's room - Record collection .

EXHIBIT VII

Verbatim response of every sixth questionnaire to:

"Are there any programs which this library does not have that you would like to have? *(please describe each briefly)*

Some type of literary discussion club for teenagers and other age groups of people.

No, find this an excellent library.

Art exhibits other than painting exhibits.

Research material such as old newspapers- cooperative book loans - between libraries.

No.

A section of old and rare books and manuscripts.

A larger theological collection.

No.

None - I can think of.

Lecturers on books.

More complete up-to-date tape and record library with modern equipment.

No.

No.

Lecturers on a monthly basis.

I wish you could browse through all the shelves, and you should set up a reading room with numerous comfortable chairs, so people can just come in and read here to their hearts content.

Classic Film Library.

An intraining course in cooperation with a school for future librarians might be feasible.

No.

EXHIBIT VII (Continued)

No.

Not that I can think of.

I would like to be able to go out back and choose from stacks. I would like to take out reference books.

No.

More open shelves.

Lectures.

I would like copies of all Maine books out on loan - some are at present only for reference.

No.

Lecture series and more concerts etc.

No.

More room for perusal of several volumes of GOOD authors.

No.

Cooking lectures.

Access to books in back room on a self-service basis.

I would like to be able to check out fiction books from the State Library. Also children's books.

Ability to photocopy from microfilm.

A training program for children on how to use the library.

Film, Slides, and Art - Print Loans.

Interlibrary lending services without the necessity of a job-related need.

Evening and weekend hours.

Not as far as I know.

TABLE V-103

NEGATIVE TERM SELECTION, BY RESPONDENT TYPE AND CITY

Respondent Type (n=232)

	Uncomfortable	Hard to Get What Want	Poorly Lighted	Stuffy	Confusing
% Responding	18.5%	12.1%	9.9%	9.1%	8.6%
Age					
20 and under	$\boxed{41.7}$	20.8	16.7	$\boxed{33.3}$	$\boxed{29.2}$
21-30	21.6	16.2	10.8	8.1	13.5
31-40	17.6	17.6	5.9	11.8	8.8
41-50	13.6	4.5	13.6	6.8	4.5
51-60	20.5	9.1	9.1	4.5	-
60 +	$\boxed{5.3}$	7.9	5.3	-	5.3
Library Use					
less than 1/month	21.1	10.5	5.3	15.8	-
1-2/month	21.8	12.7	3.6	9.1	12.7
3-4/month	15.8	8.8	14.0	8.8	8.8
5 +/month	17.3	14.3	12.2	8.2	8.2
Readership					
low	17.8	11.0	8.2	4.1	6.8
medium	16.3	9.3	8.1	11.6	7.0
high	18.9	18.9	15.1	11.3	17.0
Library					
Bangor	23.8	7.9	6.3	7.9	3.2
Portland	21.7	18.8	18.8	10.1	10.1
Augusta	20.6	17.6	17.6	11.8	$\boxed{20.6}$
Maine State	9.1	6.1	-	7.6	6.1
Sex					
male	15.0	12.0	5.0	10.0	7.0
female	21.4	11.1	14.3	7.9	9.5

15. Which of the following loans and services does this library offer? Of those not offered, are there any you would like?

	Library offers	Would like
Telephone book renewal	22%	19%
Framed art reproductions	7%	20%
Book delivery to shut ins	14%	24%
Camera loans	1%	15%
Telephone reference service	33%	11%
Interlibrary loans	38%	13%
Photocopier	52%	13%
TV camera loans	3%	10%
Bookmobile service	32%	11%
Film loans	16%	19%
Microfilms	55%	8%
Tape recorder loans	3%	19%
TV lounge	2%	13%
Extended loans	10%	22%
Listening facility (records)	17%	26%
Book lists	48%	16%
Community rooms	32%	10%
Record loans	41%	12%
Book slot	66%	10%
WATS	23%	14%
Book reserve system	75%	5%

Once again, knowledge is frequently sparse concerning what the libraries offer. Table V-104 gives the city breakdown by the four most desired services and the four most frequently indicated offered. Twenty-five percent of Bangor patrons wanted extended vacation loans, for example, a service the Bangor Library is already providing (only 19% were aware of that fact).

16. What would you say are some of the major reasons why some people don't use this library?

Too busy	5%	Library factors	19%
Other reading sources	3%	No interest	30%
Parking and transportation	15%	Other	10%
Need information	19%	Don't know, N/A	31%

Response appears to vary by: presence of a library card, library use, age, education, and town, although none are consistent. (See Table V-105.)

A card holder is twice as likely to indicate "no interest" than is a respondent without a library card. A non-card holder on the other hand, is twice as likely as a card holder to indicate library factors as a deterrent to use. Likewise, infrequent library users are less apt to indicate "no interest", but more apt to give "parking/trans-

TABLE V-104

SELECTED SERVICES AND LOANS OFFERED AND DESIRED, BY LIBRARY

(n=23)

	Art Re-prod.Loans		Book Del.		Photo-copies		Micro-films		Vac. Loans		Listen Facil.		Book Slot		Book Reserve	
	have	want	have	want	have	want	have	want	have	want	have	want	have	want	have	want
% Responding	7%	20%	14%	24%	52%	13%	53%	8%	10%	22%	17%	26%	66%	10%	75%	5%
Library																
Bangor	16	21	24*	16	57*	8	64*	6	19*	25	10	29	79*	3	81*	-
Portland	6	19	10	23	77*	-	61*	3	6	20	46*	19	59*	15	78*	3
Augusta	3	21	9	38*	-	44	15	18	9*	32	3	41	65*	12	71*	15
Maine State	3	20	12	24	47	17	61	9	8	14	2	24	61	9	70	6

* Library has the service/loan

TABLE V-105

SELECTED REASONS FOR NONUSE, BY RESPONDENT TYPE

Patron Type (n=232)

	Parking/ Transp.	Need Inform.	Library Factors	No Interest	Don't Know, Not Applicable
% Responding	14.7%	18.5%	19.4%	29.7%	30.6%
Cardholder					
yes	13.2	18.4	16.8	32.6	30.5
no	21.1	21.1	$\boxed{34.2}$	15.8	26.3
Library Use					
less than 1/month	$\boxed{42.1}$	$\boxed{31.6}$	$\boxed{31.6}$	$\boxed{10.5}$	$\boxed{10.5}$
1-2/month	12.7	20.0	20.0	34.5	23.6
3-4/month	10.5	21.1	14.0	35.1	35.1
5 +/month	12.2	14.3	19.4	28.6	34.7
Age					
20 and under	8.3	25.0	$\boxed{37.5}$	33.3	$\boxed{12.5}$
21-30	18.9	10.8	$\boxed{30.5}$	21.6	24.3
31-40	14.7	$\boxed{29.4}$	23.6	23.5	20.5
41-50	15.9	20.5	15.9	$\boxed{43.2}$	29.6
51-60	$\boxed{22.7}$	25.0	$\boxed{6.6}$	31.8	29.5
60 +	$\boxed{5.3}$	$\boxed{5.3}$	$\boxed{7.9}$	23.7	$\boxed{50.0}$
Education					
less than high school*	$\boxed{28.6}$	$\boxed{-}$	14.3	$\boxed{14.3}$	$\boxed{57.1}$
completed high school	13.7	19.6	$\boxed{7.8}$	31.4	29.4
some college	18.9	10.8	$\boxed{5.4}$	$\boxed{43.2}$	37.8
completed college or more	11.5	21.3	27.9	27.9	22.9
Library					
Bangor	$\boxed{4.8}$	20.6	15.9	$\boxed{46.0}$	22.2
Portland	$\boxed{26.1}$	$\boxed{4.3}$	11.6	27.5	39.1
Augusta	$\boxed{2.9}$	20.6	26.5	23.5	35.3
Maine State	18.2	$\boxed{30.3}$	27.2	19.7	27.3

* Note: This is a very small number.

portation"; "need more information"; or "library factors". Youth (under 30) are more apt to list library factors as a deterrent to use, while older respondents (51+) are less apt to do so and more apt not to respond. Education is confounded by a very small number indicating a low level of education and a high rate of non-response (higher than income). Bangor respondents have a greater tendency to indicate "no interest"; Portland patrons have a greater tendency to indicate "parking and transportation" problems. The State Library patrons are more apt to indicate the need for "greater information" as to what the library offers. See Exhibit VIII for verbatim responses.

17. Is there a store in this town which sells hardcover books? (If no) Paperback books?

	Hardcover books sold	Paperback books sold	No hardcovers, or paperbacks	Don't know, N/A
% responding	90%	6%	-%	5%

18. Is a daily newspaper delivered to your home?

	Yes	No	N/A
% responding	83%	15%	2%

Does not appear related to the presence of a library card. As Table V-106 indicates, there is no obvious pattern, but library use, age, marital status, education and income of respondent; and readership (for which newspaper delivery counts one point) do appear to affect the response. Infrequent users are less likely to indicate no newspaper delivery, as are respondents in the 41-50 age bracket, respondents with children under 20, and respondents in the $10-15,000 income bracket. Unmarried respondents, low income and low reading respondents are less likely to receive a newspaper.

19. How many magazines are delivered to your home?

	None	1-2	3-4	5-6	7-8	9 or more	N/A
% responding	12%	17%	31%	23%	8%	5%	2%

More respondents take from one to four magazines (48%), than do five or more magazines (35%).

EXHIBIT VIII

Verbatim response of every sixth questionnaire to:

"People differ quite a bit as to why they do not use the public library. What would you say are some of the major reasons why some people don't use this library?"

Parking facilities, more flexible hours, open some evenings and Saturday before noon.

T.V.

May have never visited it and do not know what it has to offer.

Parking a problem for some. Transportation a problem for some. Not open weekends or evenings.

There are two other libraries in this city: The city Public Library and the University Library.

Not enough time in their schedules.

Lack of literary interests.

Because they don't know it's here.

Don't know about it.

Inertia.

General apathy, too much T.V., ignorance as to quantity to quality of available materials.

Lack of knowledge as to what is available, indifference.

They don't think of it, too far to travel.

More specialized, less fiction.

Do not realize what it has to offer.

Too many stairs for older people.

Do not know what is available.

For my purposes, it doesn't have enough technical books, i.e., social and industrial psychology.

EXHIBIT VIII (Continued)

Do not know its value, no "library interest".

Do not know of availability.

It has been inefficient, confusing, dull, boring; image now changing under new head librarian.

I wouldn't know.

Shelves are not open to public use, require slip with call number to be given to librarian.

Can't possibly imagine why not.

Maybe they do not like the atmosphere, maybe they do not have enough magazines, maybe they don't have enough books to choose from.

No interest.

Many buy them, many watch T.V., many don't read much, some can't read or just read tabloids.

I can't think of any. All my friends and relatives use it very satisfactorily.

They do not know what the library has to offer.

Lazy; bad reading habits.

Probably do not enjoy reading.

No reasons I can think of.

Don't realize how great it is (other things besides books); don't care about reading.

Don't read; parking problem.

Do not know how to use catalog and need a friend to bring them.

Little time or lack of education.

Stupidity, ignorance, complacency.

Don't like to read, afraid of libraries in general, feel they don't have time enough to read, don't think of stopping.

TABLE V-106

IS A DAILY NEWSPAPER DELIVERED, BY RESPONDENT TYPE

Patron Type (n=232)

	Yes	No	Not Applicable
% Responding	82.7%	15.1%	2.2%
Library Use			
less than 1/month	94.7	$\boxed{5.3}$	-
1-2/month	81.9	14.5	3.6
3-4/month	84.2	14.0	1.8
5 +/month	80.7	17.3	2.0
Age			
20 and under	75.0	20.8	4.2
21-30	78.4	21.6	-
31-40	85.3	14.7	-
41-50	95.4	$\boxed{2.3}$	2.3
51-60	81.8	18.2	-
60 +	76.3	18.4	5.3
Marital Status			
not married	77.8	$\boxed{22.2}$	-
married, children under 20	91.5	$\boxed{7.1}$	1.4
married, no children under 20	80.3	15.8	3.9
Education			
less than high school	85.7	14.3	-
completed high school	76.5	23.5	-
some college	86.5	10.8	2.7
completed college or more	91.8	6.6	1.6
Income			
less than $5,000	62.5	$\boxed{37.5}$	-
$5,000 - $9,999	83.7	13.8	2.5
$10,000 - $14,999	92.5	$\boxed{7.5}$	-
$15,000 +	88.2	9.8	2.0
Readership*			
low	57.5	$\boxed{37.0}$	5.5
medium	91.8	7.0	1.2
high	96.2	3.8	-

* Newspaper delivery counts one point.

20. Do you personally belong to a book club at the present time? (If no) Have you belonged in the past?

	Present membership	Past membership	Never belonged	N/A
% responding	19%	41%	35%	2%

Appears to be affected by age and education. Teenagers are not book club oriented, while the 20's appears to be the peak period for club membership. Up until age 61, with increasing age, the number who have never been members decreases. High income respondents are more apt to be present members. (See Table V-107.)

21. Please give the age and sex of all members of your family.[1]

	AGE							
	Under 6	6-12	13-20	21-30	31-40	41-50	51-60	61+
% respondents (n=232)	--	--	10%	16%	15%	19%	19%	16%
% others (n=452)	9%	21%	26%	6%	9%	12%	12%	7%

Note: This is unreliable data, since, as mentioned above, in some instances library card holders outnumbered those listed here.

	SEX	
	Male	Female
% respondents	43%	54%
% others (n=443)	43%	57%

22. Marital status (asked of all respondents).[2]

	Not married	Married, child. under 20	Married, no child. under 20
% responding	35%	30%	32%

[1-2] See Tables V-112 through V-114 for a breakout by patron type.

TABLE V-107

BOOKCLUB MEMBERSHIP, BY RESPONDENT TYPE

Patron Type (n=232)

	Belong Now	Belonged in Past	Never Belonged	
% Responding	19.0%	40.9%	35.3%	2.2%
Age				
20 and under	4.2	29.2	66.7	-
21-30	27.0	32.4	40.5	-
31-40	23.5	41.2	35.3	-
41-50	25.0	45.5	22.7	2.3
51-60	18.2	59.1	18.2	2.3
60 +	10.5	26.3	52.6	5.3
Education				
less than high school	28.6	42.9	28.6	-
completed high school	7.8	41.2	43.1	3.9
some college	24.3	64.9	10.8	-
completed college or more	29.5	37.7	31.1	-

23. Education.[1]

	Less than high school	Completed high school	Some college	Completed college +
% responding	3%	22%	16%	26%

Note: Response rate on this is particularly poor and the data appear unreliable.

24. Income.[2]

	Under $5,000	$5-9,999	$10-14,999	$15,000+
% responding	14%	35%	23%	22%

25. How many people contribute to this income?

	One	Two	Three	N/A
% responding	58%	33%	2%	7%

As might be expected, as income increases, so does the likelihood that more than one person is contributing to it. (See Table V-108.)

26. Should libraries offer only printed materials, or should they offer other things?

	Only printed materials		Don't care	Other things	
	Strongly	Somewhat		Somewhat	Strongly
% responding	11%	10%	6%	30%	36%

As Table V-109 indicates, responses appear to be more erratic than with users and non-users. The major influencing factor appears to be the presence of a library card. Non-card holders are more apt to be somewhat in favor of other things. Infrequent users are also more apt to be somewhat in favor of other things. Although more teenagers are strongly in favor of other things, age is not a clear cut variable. See Exhibit IX for verbatim comments, some of which pertain to this question.

[1-2] See Tables V-112 through V-114 for a breakout by patron type.

TABLE V-108

NUMBER OF PERSONS CONTRIBUTING TO INCOME, BY RESPONDENT INCOME

(n=232)

	One	Two or More	NA
% Responding	58.2%	34.9%	6.9%
Income			
less than $5,000	75.0	18.8	6.2
$5,000 - $9,999	62.5	36.3	1.2
$10,000 - $14,999	56.6	39.6	3.8
$15,000 +	51.0	43.1	5.9

TABLE V-109

THE ROLE OF THE LIBRARY, BY RESPONDENT TYPE

Patron Type (n=232)

	Printed Materials		Don't Care	Other Things		
	Strongly	Somewhat		Somewhat	Strongly	NA
% Responding	11.2%	9.9%	5.6%	29.7%	36.3%	7.3%
Cardholder						
yes	13.2	8.9	6.3	26.3	37.9	7.4
no	$\boxed{2.6}$	15.8	-	$\boxed{50.0}$	26.3	5.3
Library Use						
less than 1/month	10.5	-	-	$\boxed{47.4}$	42.1	-
1-2/month	9.1	9.1	9.1	29.1	38.1	5.5
3-4/month	8.8	10.5	7.0	28.1	38.6	7.0
5 +/month	14.3	12.2	4.1	27.6	31.6	10.2
Age						
20 and under	-	4.2	-	33.3	58.3	4.2
21-30	8.1	10.8	8.1	29.7	37.9	5.4
31-40	2.9	8.8	2.9	35.3	47.2	2.9
41-50	11.4	11.4	11.4	27.3	34.0	4.5
51-60	18.2	6.8	2.3	36.3	27.3	9.1
60 +	15.8	15.8	5.3	21.1	28.8	13.2

EXHIBIT IX

Verbatim response of every sixth questionnaire to: "Do you have any comments you wish to make?"

It is wonderful to loan records and I would appreciate framed art reproductions.

No.

No.

This library needs a complete renovation, or better yet a new building.

Libraries are one of the few hopes to vitalize the deteriorating American culture - expose people to good literature, and good music and good art.

I appreciate the use of this library very much and would have been at a severe disadvantage when preparing college term papers if it had not been available.

This is the best library I have ever been in to my knowledge.

Definitely more controversial materials, going out on a limb, rocking the boat and not so much playing it safe.

Counter card services should not be limited to job-related needs. This library is tax-supported.

No.

No.

Would like to know how we can pick out books instead of trying to find them in the card system.

Not enough new books to loan.

Parking is definitely a problem - open stacks would make for more browsing - interest more people not that library oriented.

No Comment.

Our family has always had the utmost use, cooperation, and assistance from our library.

EXHIBIT IX (Continued)

Should offer recreational information such as state camp grounds (also private) and state attractions with brochures and books related to them.

Remodel the library.

I think this library is very efficient and well equipped and the service is very good.

I am a widow living on Social Security so find the library a great help to me.

Continue the good work.

We need more paperbacks and space.

None .

More interesting books added.

I have enjoyed Lithgow for 35 years.

Questionnaire is inadequate and some questions irrelevant.

I think Augusta should have a new city library building.

I am very pleased with our library.

Would like to see more of the light or medium romantic novels; also more of the older westerns, less modern mysteries.

Excellent library. Good librarians despite salaries and turnover of staff.

A well equipped modern library forms the whole spring bound of culture in the community it serves and should come first in cultural dollars, before symphony or museum.

No.

I enjoy this library very much.

I have the impression that this questionnaire is aimed at a suburban upper-middle class, "youth oriented" library. My somewhat negative answers to questions 10., 11., 22., represent the inappropriateness of parts of these questions and not any stodginess with respect to modernizing the library or expanding the (practical) services of the library. Records and tapes on loan is fine but record players and movie projectors on loan would be a nightmare under the present and probably future situations.

27. An attitude scale was generated, based on positive and negative term selection.

	Less pleased	Positive	Extra enthusiastic
% responding	28%	31%	35%

Probably because of the no answer factor, responses do not rationally vary by respondent type. Youth are not the largest proportion of "less pleased", nor can income be seen as a determinant. (See Table V-110.)

28. A readership scale was also generated, based on library use, book club membership, magazine and newspaper deliveries.

	Low	Moderate	High
% responding	32%	37%	32%

Age and income would appear to be critical determinants to readership, as Table V-111 suggests. Teenagers are less apt to be high readers and more apt to be moderate readers. Low income respondents are more apt to be low readers. Presence of a card does not appear to be a factor.

TABLE V-110

ATTITUDE, BY RESPONDENT TYPE

Patron Type (n=232)

	Less Pleased	Positive	Extra Enthusiastic
% Responding	28.0%	31.6%	34.5%
Cardholder			
yes	31.6	28.9	32.1
no	$\boxed{10.5}$	36.8	47.4
Age			
20 and under	33.3	16.7	29.2
21-30	29.7	40.5	21.6
31-40	20.6	32.4	38.2
41-50	20.5	31.8	43.2
51-60	25.0	31.8	38.6
60 +	39.5	23.7	34.2
Income			
less than $5,000	25.0	40.6	31.3
$5,000 - $9,999	32.5	30.0	33.8
$10,000 - $14,999	20.8	32.1	41.5
$15,000 +	27.5	25.5	33.3
Library			
Bangor	27.0	22.2	46.0
Portland	34.8	31.9	21.7
Augusta	35.3	38.2	$\boxed{17.6}$
Maine State	18.2	33.3	45.5

TABLE V-111

READERSHIP, BY RESPONDENT TYPE

Patron Type (n=232)

	Low	Moderate	High
% Responding	31.5%	37.1%	31.5%
Cardholder			
yes	33.2	36.3	30.5
no	21.1	44.7	34.2
Age			
20 and under	29.2	$\boxed{58.3}$	$\boxed{12.5}$
21-30	40.5	32.4	27.0
31-40	17.6	44.1	38.2
41-50	20.5	40.9	38.6
51-60	31.8	25.0	43.2
60 +	42.1	36.8	21.1
Income			
less than $5,000	59.4	19.8	21.9
$5,000 - $9,999	30.0	41.3	28.8
$10,000 - $14,999	18.9	45.3	35.8
$15,000 +	21.6	35.3	43.1
Library			
Bangor	33.3	36.5	30.2
Portland	42.0	34.8	23.2
Augusta	29.4	32.4	38.2
Maine State	19.7	42.4	37.9

TABLE V-112

LIBRARY PATRONS

Patron Type (n=232)	Library Card Yes	 No	Library Use (Times/Month) L.T. 1	 1-2	 3-4	 5 +	Sex Male	 Female
% Responding	81.9%	16.4%	8.2%	23.7%	24.6%	42.2%	43.1%	54.3%
Library Card	100.0	-	5.3	22.6	26.3	44.7	41.1	56.3
No Library Card	-	100.0	23.7	28.9	15.8	38.9	52.6	44.7
Library Use								
less than 1/month	52.6	47.4	100.0	-	-	-	36.8	63.2
1-2/month	78.2	20.0	-	100.0	-	-	47.3	49.1
3-4/month	87.7	10.5	-	-	100.0	-	33.3	66.7
5 +/month	86.7	11.2	-	-	-	100.0	49.0	46.9
Sex								
male	78.0	20.0	7.0	26.0	19.0	48.0	100.0	-
female	84.9	13.5	9.5	21.4	30.2	36.5	-	100.0
Age								
under 20	83.3	16.7	12.5	20.8	20.8	45.8	50.0	50.0
twenties	75.7	24.3	10.8	18.9	32.4	37.8	45.9	51.4
thirties	79.4	20.6	8.8	32.4	29.4	29.4	47.1	52.9
forties	79.5	15.9	9.1	27.3	27.3	31.8	43.2	54.5
fifties	86.4	13.6	6.8	25.0	18.2	50.0	43.2	56.8
sixties +	86.8	7.9	5.3	15.8	21.1	55.3	36.8	63.2
married - children under 20	84.3	15.7	10.0	28.6	34.3	27.1	42.9	57.1
married - no children under 20	82.9	11.8	1.3	21.1	25.0	50.0	43.4	55.3
not married	79.0	21.0	13.6	19.8	17.3	48.1	45.7	53.1

TABLE V-112 (cont.)

LIBRARY PATRONS

	Library Card		Library Use (Times/Month)				Sex	
	Yes	No	LT 1	1-2	3-4	5 +	Male	Female
Education								
less than high school	100.0	-	-	14.3	28.6	57.1	57.1	42.9
completed high school	86.3	13.7	5.9	19.6	25.5	49.0	37.3	60.8
some college	91.9	5.4	5.4	27.0	32.4	35.1	35.1	64.9
college or more	75.4	24.6	8.2	27.9	26.2	37.7	45.9	54.1
Income ($000)								
less than $5	84.4	12.5	6.3	18.8	25.0	46.9	46.9	50.0
$5 - $10	78.8	20.0	6.3	21.3	23.8	47.5	47.5	51.3
$10 - $15	73.6	24.5	18.9	24.5	22.6	32.1	47.2	49.1
over $15	94.1	5.9	3.9	19.6	31.4	45.1	35.3	64.7
Readership								
low	86.3	11.0	8.2	23.3	30.1	35.6	37.0	60.3
medium	80.2	19.8	8.1	27.9	24.4	38.4	48.8	50.0
high	79.2	18.9	5.7	18.9	22.6	52.8	45.3	50.9
Attitude								
less pleased	91.4	7.4	7.4	24.7	24.7	42.0	37.0	60.5
positive	77.5	19.7	12.7	19.7	21.1	45.1	38.0	57.7
extra enthusiastic	76.3	22.5	5.0	26.3	27.5	40.0	53.8	45.0
Library								
Bangor	98.4	1.6	-	33.3	27.0	39.7	47.6	52.4
Portland	97.1	2.9	4.3	11.6	24.6	58.0	36.2	58.0
Augusta	94.1	2.9	8.8	14.7	41.2	35.3	26.5	70.6
Maine State	43.9	51.5	19.7	31.8	13.6	31.8	54.5	43.9

TABLE V-113

LIBRARY PATRONS

	Married			Education			Income ($000)			
Patron Type (n=232)	Children	No Children	Not Married	High Sch.	College	College +	Less Than 5	5-10	10-15	15 +
% Responding	30.2%	32.8%	34.9%	25.0%	15.9%	26.3%	13.8%	34.5%	22.8%	22.0%
library Card	31.1	33.2	33.7	26.8	17.9	24.2	14.2	33.2	20.5	25.3
no Library Card	28.9	23.7	44.7	18.4	5.3	39.5	10.5	42.1	34.2	7.9
Library Use										
less than 1/month	36.8	5.3	57.9	15.8	10.5	26.3	10.5	26.3	52.6	10.5
1-2/month	36.4	29.1	29.1	20.0	18.2	30.9	10.9	30.9	23.6	18.2
3-4/month	42.1	33.3	24.6	26.3	21.1	28.1	14.0	33.3	21.1	28.1
5 +/month	19.4	38.8	39.8	29.6	13.3	23.5	15.3	38.8	17.3	23.5
Sex										
male	30.0	33.0	37.0	23.0	13.0	28.0	15.0	38.0	25.0	18.0
female	31.7	33.3	34.1	27.0	19.0	26.2	12.7	32.5	20.6	26.2
Age										
under 20	8.3	-	91.7	8.3	4.2	-	16.7	33.3	20.8	12.5
twenties	29.7	21.6	48.6	18.9	16.2	18.9	8.1	67.6	10.8	10.8
thirties	67.6	14.7	17.6	20.6	26.5	38.2	11.8	23.5	38.2	26.5
forties	54.5	29.5	15.9	22.7	18.2	36.4	4.5	22.7	31.8	40.9
fifties	18.2	47.7	31.8	36.4	20.5	31.8	13.6	27.3	22.7	27.3
sixties +	-	68.4	31.6	34.2	5.3	26.3	34.2	31.6	7.9	13.2
married - children -20	100.0	-	-	24.3	21.4	38.6	2.9	31.4	35.7	30.0
married - no children-20	-	100.0	-	28.9	15.8	30.3	10.5	31.6	21.1	27.6
not married	-	-	100.0	22.2	12.3	12.3	27.2	42.0	12.3	9.9

TABLE V-113

(Continued)

Patron Type (n=232)	Married			Education			Income ($000)			
	Children	No Children	Not Married	HighSch.	College	College +	Less Than 5	5-10	10-15	15 +
Education										
less than high school	-	42.9	57.1	100.0	-	-	42.9	42.9	-	-
completed high school	33.3	37.3	27.5	100.0	-	-	15.7	35.3	23.5	21.6
some college	40.5	32.4	27.0	-	100.0	-	2.7	45.9	27.0	21.6
college or more	44.3	37.7	16.4	-	-	100.0	6.6	24.6	31.1	34.4
Income ($000)										
less than $5	6.3	25.0	68.8	34.4	3.1	12.5	100.0	-	-	-
$5-$10	27.5	30.0	42.5	26.3	21.3	18.8	-	100.0	-	-
$10-$15	47.2	30.2	18.9	22.6	18.9	35.8	-	-	100.0	-
over $15	41.2	41.2	15.7	21.6	15.7	41.2	-	-	-	100.0
Readership										
low	19.2	31.5	46.6	32.9	15.1	13.7	26.0	32.9	13.7	15.1
medium	33.7	31.4	32.6	27.9	11.6	27.9	7.0	38.4	27.9	20.9
high	39.6	32.1	26.4	15.1	17.0	37.7	7.5	32.1	26.4	32.1
Attitude										
less pleased	22.2	34.6	40.7	18.5	16.0	22.2	11.1	35.8	17.3	25.9
positive	29.6	33.8	33.8	22.5	12.7	29.6	18.3	33.8	23.9	18.3
extra enthusiastic	38.8	30.0	30.0	33.8	18.8	27.5	12.5	33.8	27.5	21.3
Library										
Bangor	36.5	28.6	34.9	30.2	17.5	23.8	9.5	44.4	12.7	27.0
Portland	23.2	36.2	36.2	31.9	13.0	23.2	21.7	26.1	15.9	31.9
Augusta	32.4	23.5	41.2	14.7	29.4	17.6	11.8	23.5	35.3	17.6
Maine State	30.3	37.9	30.3	18.2	10.6	36.4	10.6	39.4	33.3	9.1

TABLE V-114

LIBRARY PATRONS

Patron Type (n=232)	Less Than 20	20's	30's	40's	50's	60 +	Bangor	Portland	Augusta Public	Maine State
% Responding	10.3%	15.9%	14.7%	19.0%	19.0%	16.4%	27.2%	29.7%	14.7%	28.4%
library Card	10.5	14.7	14.2	18.4	20.0	17.4	32.6	35.3	16.8	15.3
no Library Card	10.5	23.7	18.4	18.4	15.8	7.9	2.6	5.3	2.6	89.5
Library Use										
less than 1/month	15.8	21.1	15.8	21.1	15.8	10.5	-	15.8	15.8	68.4
1-2/month	9.1	12.7	20.0	21.8	20.0	10.9	38.2	14.5	9.1	38.2
3-4/month	8.8	21.1	17.5	21.1	14.0	14.0	29.8	29.8	24.6	15.8
5 +/month	11.2	14.3	10.2	14.3	22.4	21.4	25.5	40.8	12.2	21.4
Sex										
male	12.0	17.0	16.0	19.0	19.0	14.0	30.0	25.0	9.0	36.0
female	9.5	15.1	14.3	19.0	19.8	19.0	26.2	31.7	19.0	23.0
Age										
under 20	100.0	-	-	-	-	-	37.5	8.3	37.5	16.7
twenties	-	100.0	-	-	-	-	29.7	35.1	16.2	18.9
thirties	-	-	100.0	-	-	-	29.4	23.5	11.8	35.3
forties	-	-	-	100.0	-	-	22.7	25.0	9.1	43.2
fifties	-	-	-	-	100.0	-	25.0	29.5	15.9	29.5
sixties +	-	-	-	-	-	100.0	21.1	50.0	5.3	23.7
married, children under 20	2.9	15.7	32.9	34.3	11.4	-	32.9	22.9	15.7	28.6
married, no children under 20	-	10.5	6.6	17.1	27.6	34.2	23.7	32.9	10.5	32.9
not married	27.2	22.2	7.4	8.6	17.3	14.8	27.2	30.9	17.3	24.7

TABLE V-114 (cont.)

LIBRARY PATRONS

	Less Than 20	20's	30's	40's	50's	60 +	Bangor	Portland	Augusta Public	Maine State
Education										
less than high school	-	-	-	-	28.6	57.1	42.9	42.9	14.3	-
completed high school	3.9	13.7	13.7	19.6	27.5	17.6	31.4	37.3	7.8	23.5
some college	2.7	16.2	24.3	21.6	24.3	5.4	29.7	24.3	27.0	18.9
college or more	-	11.5	21.3	26.2	23.0	16.4	24.6	26.2	9.8	39.3
Income ($000)										
less than $5	12.5	9.4	12.5	6.3	18.8	40.6	18.8	46.9	12.5	21.9
$5-$10	10.0	31.3	10.0	12.5	15.0	15.0	35.0	22.5	10.0	32.5
$10-$15	9.4	7.5	24.5	26.4	18.9	5.7	15.1	20.8	22.6	41.5
Over $15	5.9	7.8	17.6	35.3	23.5	9.8	33.3	43.1	11.8	11.8
Readership										
low	9.6	20.5	8.2	12.3	19.2	21.9	28.8	39.7	13.7	17.8
medium	16.3	14.0	17.4	20.9	12.8	16.3	26.7	27.9	12.8	32.6
high	5.7	13.2	18.9	24.5	22.6	11.3	20.8	22.6	20.8	35.8
Attitude										
less pleased	16.0	17.3	12.3	13.6	16.0	19.8	24.7	39.5	18.5	17.3
positive	5.6	21.1	15.5	19.7	19.7	12.7	19.7	31.0	18.3	31.0
extra enthusiastic	8.8	10.0	16.3	23.8	21.3	16.3	36.3	18.8	7.5	37.5
Library										
Bangor	14.3	17.5	15.9	15.9	17.5	12.7	100.0	-	-	-
Portland	2.9	18.8	11.6	15.9	18.8	27.5	-	100.0	-	-
Augusta	26.5	17.6	11.8	11.8	20.6	5.9	-	-	100.0	-
Maine State	6.1	10.6	18.2	28.8	19.7	13.6	-	-	-	100.0

E. Mailed Questionnaires

As was mentioned under "Methodology", questionnaires were mailed to: frequent mail users of the State Library; those known not to have phones; those unreachable by phone. Return responses are as follows: State Library users: 25; those whom we did not reach by phone: 69. Since these questionnaires constitute a small sample, we did not cross tabulate responses.

1. Do you have a card for this library?

	Yes	No
% state respondents	N/A	N/A
% others	94%	6%

2. Do other members of your family have cards for this library?

	Yes	No
% state respondents	N/A	N/A
% others	61%	38%

3. How many times a month do you use this library?

	Less than once	1-2 times	3-4 times	5 times +
% state respondents	32%	48%	-%	-%
% others	41%	26%	15%	17%

4. Do you generally come by yourself . . . ?

	By myself	With child.	With others	Don't know
% state respondents	N/A	N/A	N/A	N/A
% others	62%	16%	10%	6%

5. Do you ever pick up materials, etc. for others?

	Yes	No
% state respondents	N/A	N/A
% others	49%	49%

5a. (If yes) Who selects them?

	Reader selects	Respondent selects	Librarian	Don't know
% state respondents	N/A	N/A	N/A	N/A
% others (n=34)	30%	35%	3%	32%

6. Do you usually go to the library with a title in mind . . . ?

	Title in mind	Browse	Half and half	Other	Don't know
% state respondents	N/A	N/A	N/A	N/A	N/A
% others	13%	29%	49%	4.3%	3%

7. Do you usually know where the item is . . . ?

	Know	Look up	Ask libr.	Browse	Varies
% state respondents	N/A	N/A	N/A	N/A	N/A
% others	33%	20%	16%	22%	7%

8. For what purpose do you use this library?

	Personal	Take child.	School/ business	Varies	Don't know
% state respondents	N/A	N/A	N/A	N/A	N/A
% others	61%	4%	20%	7%	6%

9. Does the librarian ever ask if you need help?

	Yes			
	Frequently	Sometimes	No	Don't browse
% state respondents	N/A	N/A	N/A	N/A
% others	48%	35%	13%	3%

10. Where do you use the materials?

	Library	Home	Both	Don't know
% state respondents	N/A	N/A	N/A	N/A
% others	4%	77%	13%	4%

11. Are there any libraries within 25-30 miles? Have you used any within the past year?

	% State		% Others	
Type library	Within 25-30 miles	Used in past year	Within 25-30 miles	Used in past year
Public library	80%	40%	61%	16%
State library	4%	4%	12%	3%
Elementary library	28%	4%	46%	10%
Special library	--	--	7%	4%
Bookmobile	36%	12%	36%	6%
College library	4%	--	36%	15%
Graduate library	--	--	13%	6%
Secondary library	36%	16%	39%	15%
Branch library	--	--	19%	10%

12. What kinds of programs does this library offer?

	Story hours	Art exhib.	Hobby/ crafts	Lecture/ concerts	Commun. rooms	Film shows	Non progr.
% state respondents	-%	-%	-%	-%	-%	-%	8%
% others	20%	23%	1%	4%	6%	20%	54%

13. What programs which you don't have would you like?

	Story hours	Art exhib.	Hobby/ crafts	Lecture/ concerts	Film shows	Non progr.	Don't want
% state respondents	-%	-%	-%	-%	-%	8%	-%
% others	4%	1%	1%	3%	30%	40%	22%

14. Is your library . . . ? (Not asked of State respondents)

	Percent of Respondents		Percent of Respondents
Easy to get to	93%	Hard to get to	1%
Clean	93%	Musty	4%
Friendly	83%	Unfriendly	6%
Quiet	81%	Noisy	7%
Efficient	78%	Inefficient	4%
Well lighted	78%	Poorly lighted	12%
Pleasant	71%	Gloomy	15%
Well organized	70%	Confusing	12%
Encouraging	70%	Intimidating	10%
Comfortable	67%	Uncomfortable	17%
Easy to get what want	65%	Hard to get what want	19%
Easy going	59%	Restrictive	4%
Busy	54%	Empty	12%
Youth oriented	46%	Stuffy	19%
Exciting	38%	Dull	16%

15. Does this library have . . . ? (If not) Would you like to have it?

	State		Other	
	Library has	Would like	Library has	Would like
Telephone book renew	4%	24%	4%	28%
Art reproduction loans	--	20%	3%	30%
Book delivery	--	32%	4%	39%
Camera loans	--	8%	--	33%
Telephone reference	4%	16%	10%	22%
Interlibrary loans	28%	20%	25%	28%
Photocopier	--	40%	16%	37%
TV camera loans	--	--	--	19%
Bookmobile	48%	8%	19%	23%
Film loans	12%	16%	9%	30%
Microfilms	4%	16%	23%	26%
Tape recorder loans	4%	8%	1%	30%
TV lounge	--	12%	--	28%
Vacation loans	4%	12%	10%	29%
Record listening facility	--	16%	9%	46%
Book lists	36%	20%	33%	22%
Community rooms	4%	16%	19%	22%
Record loans	8%	24%	38%	17%
Book slot	12%	12%	39%	29%
WATS	4%	16%	13%	28%
Reserve system	60%	--	54%	12%

16. What are some of the major reasons why some people don't use this library?

	% State	% Others
Too busy	4%	9%
Other sources reading	4%	4%
Parking/transportation	4%	6%
Conflicting hours	4%	4%
Lack of information	24%	14%
Inadequate collections	20%	17%
Other library factors	8%	10%
TV, radio	8%	19%
Can't see/can't read	--	4%
Not interested	20%	43%
Other	12%	3%
None	--	8%

17. Is there a store in this town which sells hardcover books? (If no, paperback books?)

	Hardcover book store	Paperback book store	Neither sold	N/A
% state respondents	16%	52%	20%	12%
% others	48%	26%	17%	9%

18. Is a daily newspaper delivered to your home?

	Yes	No
% state respondents	80%	20%
% others	62%	38%

19. How many magazines are delivered?

	None	1-2	3-4	5-6	7-8	9 or more	N/A
% state respondents	8%	12%	24%	24%	16%	12%	8%
% others	17%	22%	22%	23%	9%	1%	6%

20. Do you personally belong to a book club? (If no) Have you ever belonged?

	Present membership	Past membership	Never belonged	N/A
% state respondents	28%	44%	28%	-%
% others	19%	35%	42%	4%

21. What is the age and sex of each member of your family?

	AGE							
	Under 6	6-12	13-20	21-30	31-40	41-50	51-60	61+
% state respondents	-%	-%	12%	4%	8%	12%	12%	44%
% others	-%	1%	22%	35%	12%	12%	7%	10%
% state family (n=37)	-%	16%	24%	3%	14%	14%	11%	19%
% other family (n=149)	12%	21%	21%	9%	9%	15%	5%	6%

	SEX	
	Male	Female
% state respondents	20%	76%
% others	33%	67%
% state family (n=38)	63%	37%
% other family (n=159)	48%	52%

22. Are you married? (all respondents asked)

	Yes	No	N/A
% state respondents	56%	36%	8%
% others	58%	42%	-%

23. Education.

	In school	Some high school	Completed high school	Some college	Completed college +	N/A
% state respondents	8%	12%	20%	20%	32%	8%
% others	25%	20%	16%	13%	20%	6%

24. Income.

	Under $5,000	$5-9,999	$10-14,999	$15,000+	N/A
% state respondents	44%	32%	12%	-%	12%
% others	35%	30%	17%	7%	11%

25. How many contribute to the income?

	One	Two or more	N/A
% state respondents	64%	20%	16%
% others	57%	36%	7%

26. What is the role of the library?

	Only printed materials		Don't care	Other things		N/A
	Strongly	Somewhat		Somewhat	Strongly	
% state respondents	24%	20%	4%	24%	16%	12%
% others	3%	12%	15%	32%	36%	12%

APPENDIX A*

SUMMARY OF USER/NON-USER PANELS

I METHODOLOGY

In order to assess differences in the salience of use of and attitudes toward libraries, as well as to pretest questions and vocabulary for the survey instruments, four panels (or small group discussions) were held in four different Maine communities:

Poland
Bangor
Millinocket
Sanford

Hypothesizing that men and women would approach and use the library differently (men might be more apt to use the reference works heavily, for example, and might have a lesser tendency to browse), we decided to treat both groups separately. We therefore had a panel of male users; a panel of female users; a panel of male non-users, and a panel of female non-users.

Our specifications for use were: greater than 6 times a year signifies a library user; less than 7 times a year signifies a non-user. However, only four respondents qualified under those specifications. For the purposes of analysis, therefore, we expanded the non-user category to include those attending the non-user panels. We would expect differences noted between groups to be greater with a more strict interpretation of use and non-use.

The age specification for all panels was broad: between the ages of 21 and 60. Likewise the income specification was minimal: incomes over $5,000 were acceptable. The educational requirements varied: for females, all panelists were to have completed high school; all male panelists were to have had some education beyond high school.

Northeast Markets, Inc., was subcontracted to obtain the panelists. The meetings, two hours in length, were conducted in church rooms (3) or a library room (1). They were tape recorded and content-analyzed. At the beginning of each discussion panelists were asked to fill out an anonymous questionnaire; these questionnaires were also analyzed (see the end of this working memorandum for a sample questionnaire).

The discussion began with a question challenging the relevance of today's library as a storehouse of the printed word. Other foci were: their use or non-use of the library; reasons for people not using (or using) a library; the kinds of programs and services offered by the library; the kinds of people most (and least) apt to use the library; and any changes which they would like to make in the library. Attitudes toward reading, the library, the objectives of the library, and people who do or do not use the library were probed.

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* Working Memorandum EIM-1 on Case 72581, dated June 24, 1970.

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Each discussion was written up into a memorandum for our internal use; this working memorandum represents a summary of those four memoranda.

II BACKGROUND

Respondents varied considerably in terms of age, marital status, number of children, education, and income levels. Incomes were generally high; however, in some cases more than one family member contributed to this income. Their educational levels were also high (due in part to the specifications for panelists). Table 1, on the following page, gives a synopsis of panelists' backgrounds.

III THE SALIENCE OF THE LIBRARY

It would be expected that libraries would be more salient to their users than to non-users; this was indeed the case. However, of greater import is the fact that users do tend to think more positively and thoughtfully on how to change the library to meet more people's needs than do the non-users. Users appear to have a broader focus on orienting the library to the community, introducing more people to knowledge and learning through a variety of ways: different kinds of book collections; different media, and different programs and services.

The salience of the community-centered library is probably due to a number of variables, based on these panels: the age and sex of the potential user; the size of the community; the availability of other programs and services within the community; the presence of schools and school libraries in the community; and the number of other sources for community residents interested in learning (bookstores; other public libraries, college libraries, etc.)

IV ATTITUDES TOWARD THE PUBLIC LIBRARY

A. Term Selection

When asked to select those terms in a list most indicative of their library, respondents were highly favorable toward the library, as can be seen in Table 2 below. Users chose no negatives; few non-users were negative about the library (Table 3 below). However, interesting are the items where consensus was not reached about the library. "Fun" and "happy" are the two positive adjectives conspicuously missing. Likewise, although books and magazines appear, films do not; and although students are connected with the library, non-users do not consider children to be and respondents as a whole do not consider either mothers or fathers to be.

Table 1

RESPONDENTS' BACKGROUNDS

Education	Some HS	Compld HS	Tech/Voc or Bus Col	Some Coll	Compld Coll	Graduate School
male respondents	0	3	0	3	5	3
female respondents	1	5	1	6	5	1

Age	21-30	31-40	41-50	51-60	over 60
all respondents	3	12	14	4	0

Size of Family	1	2	3	4	5	6	7 or more
all respondents	1	4	1	8	8	4	6

Family Income*	under 5K	5-6.9K	7-9.9K	10-19.9K	20K or more
all respondents	0	5	3	22	2

Library Card Holders	Yes	No
all respondents	27	6**

Frequency of Library User	Once/wk	once/month	6-10 times/yr	1-2 times/yr
card holding respondents***	11	8	4	4

* Please note, one respondent did not answer; 7 respondents had more than one person contributing to this income.

** 3 of these have children or spouses who have library cards

*** 20 also pick up materials for other family members

Table 2

RESPONDENT TERM SELECTION

(all respondents)

Term	Number Respondents (n = 33)	% Respondents
peaceful	28	85%
interesting books	27	82
helpful librarians	26	79
efficient	23	70
friendly	23	70
magazines	22	67
convenient	22	67
satisfying	22	67
quiet	21	64
students	20	61
children	15	44
happy	12	46
mothers	11	33
films	8	24
fun	7	21
intellectuals	4	12
fathers	3	9
gloomy	2	6
dusty	2	6
confusing	2	6
inconvenient	1	3
unfriendly	1	3
crabby librarians	1	3
noisy	0	0

Table 3

RESPONDENT TERM SELECTION BY USE OR NON-USE OF LIBRARY

Term	Number Users Selecting (n = 16)	Number Non-Users Selecting (n = 17)
peaceful	14	14
interesting books	13	14
helpful librarians	13	13
efficient	11	12
friendly	13	10
magazines	13	9
convenien	11	11
satisfying	11	11
quiet	11	10
students	8	12
children	9	6
happy	8	4
mothers	7	4
films	6	2
fun	4	3
intellectuals	2	2
fathers	2	1
gloomy	0	2
dusty	0	2
confusing	0	2
inconvenient	0	1
infriendly	0	1
crabby librarians	0	1
noisy	0	0

B. The Importance of the Library

Non-use of a library does not necessarily mean either a non-reading public or an inadequate library. The importance of the library would appear to vary as other factors varied: the age of the respondent; the size of the community; the availability of alternative sources of reading matter; the availability of other programs and services in the community; and, even, the extent of an individual's home library. Many of these factors are intertwined.

For example, in Poland the community is small; there is a minimal (unorganized) elementary school library; there is no high school in the town and students elect to attend one of three neighboring schools (meaning that friends are often in other towns); there is reportedly no place for the youth to go and no other community activities of note. The library has thus become a focal point, highly important to young children and adults. However, due to some of the divisive factors (like friends living in other towns), the teenagers do not frequent the library. Although the library is interested in serving the teenagers it has not come up with any specific workable and low cost programs which would attract the teenager to the library.

In the three other towns visited the teenagers are said to be very much a part of the library: they meet and make dates there; the more serious ones study there; and they appear to use the reference works as well as other services (the record-listening room in Millinocket, for example) extensively. In the minds of some of our respondents, this use of public libraries is heavily dependent upon the attitudes of the schools, and the innovativeness of their public school libraries (as will be seen below).

The presence of a good bookstore in Sanford was said to have affected library usage greatly, as paperbacks in a wide variety of interest areas were either readily available or could be obtained quickly by the store itself and so respondents tended to enrich their own libraries rather than use the library. In Poland, where no bookstores were convenient, respondents indicated buying books was more inconvenient than the library, and thus they tended to use the library more.

It would thus appear that the library is important to the community as long as it remains the most convenient source of reading materials, as well as other media, services, and programs. The library lessens in importance as soon as other, more convenient ways of filling a need are found. Although this point is self-evident, it should be remembered when trying to improve the use or the quality of use of a library.

C. The Role of the Library

The role of the library appears to be interpreted differently by different groups of people. Younger respondents appeared more concerned that the library continue to broaden its role as a community service center, catering to the varied needs of the community (both reading and non-reading). Users of the library also seemed to be more inclined to view the importance of other media and serving of other community interests. Older people, on the other hand, appeared to be more parochial in their approach, feeling that limited funds and space should be utilized to serve the reading public, or to get a non-reading public to read. Non-users did not appear dissatisfied with the role of the library, but concentrated mainly on suggestions for improving the existing library through: updating collections; getting more space, etc. Thus the extreme polarities would seem to occur with a young library user and an old non-user of the library.

It appears evident that age and use are bound up in other confounding factors however. Public school libraries, with the aid of Federal funding, are moving forward with the media-center/library complex idea at a greater rate than public libraries. Younger people have undoubtedly been a part of this educational revolution and are more attuned to what someone has called the "McLuhan" approach. These factors would be heavy contributors toward their attitudes as to the role of the library, as well as the growing awareness generally that service institutions (of which the library is one) should be sensitive to the needs of their clientele (either potential or actual) and not prescriptive to their clientele.

In terms of library usage positively influencing users toward a broader definition of the role of the library, we assumed at first that non-users were people whose needs were somehow not being met and that they would be more alert to changes; whereas users' needs were obviously being met and they would be less apt to see change as desirable. In the majority of cases, however, the opposite is true. Users seemed more aware of what the library was doing, as would be expected, but were also more concerned that the library "reach" more people. Many young users felt strongly that reading in and of itself was unimportant; that learning and knowledge are the keys; and that the libraries must, through every available means, involve as much of the community as possible in this learning process.

Even those most concerned with changing the library's focus, however, were highly aware of the cost of this changing focus. Since almost no one wanted to sacrifice funds or space for non-printed media, but wanted additions to do so, most respondents felt that small libraries would never be able to afford the required sophistication in collections and equipment. This conclusion led to another; namely, the need for cooperation or even centralization.

The issue of specialization, cooperation, regionalization, or whatever is a sticky one, however. In this age of convenience the tendency is decentralization, with each area having what it needs (or having the ability to get what it needs quickly). Everyone fears that if their library concentrates on one collection area, or has one piece of equipment, they will have a need for something no longer at the library and will have to suffer the inconvenience of either going to another library or having to wait for it. These fears of being inconvenienced tend to discourage cooperation. Currently, other factors mitigate against cooperation. Different types of libraries have regulations which they must meet to be certified which are independent of each other. Without a decrease in the regulations or flexibility in combining the public and the public school libraries into one facility with one set of regulations little can be done in terms of minimizing duplication through specialization. Since the salaries of the public school and the public librarians are widely disparate, a combination facility does not appear feasible except in communities just beginning to build a library. The fact that, to date, public school libraries have been recipients of Title monies, whereas public libraries have not, further decreases the opportunity to combine facilities or to specialize cooperatively.

These factors led respondents to suggest either a further expansion of the centralized concept (as exemplified by the State library), or a regionalized concept, with large area libraries filling information gaps. These libraries would house highly sophisticated collections of materials and equipment, on loan to the smaller libraries. But this concept too has its drawbacks. How will the material and equipment be disseminated to the local libraries? How much of a lead time will these lending libraries need to fill a request? What happens to an urgent need, how can it be facilitated? Such sophisticated equipment as facsimile machines are expensive and beyond the reach of small libraries; a personal delivery service is out of the question.

V USE AND NON-USE OF THE PUBLIC LIBRARY

Although the types of non-users and users appear to vary from community to community based on certain factors (other outlets for the group in question; the attitude of the library toward that group in meeting its needs; etc.), some generalizations can be made regarding library usage.

Accessibility would appear to be a key factor in library usage. The location of the library is vital; as is the availability of public or other means of transportation for those who do not or cannot drive. The ability to find a parking place nearby, and the convenience of getting to the library also are apt to influence usage (certain people do not like to drive on, or have to cross on foot, busy roads or streets).

The hours a library is open can also affect usage. Weeknights and weekends cater to working people, or people with differing work hours. This appears to be doubly important the broader the spectrum of users and the more architecturally open the building: older people do not want to use the library when young children or teenagers are around, for example, since their modes of behavior differ markedly. These differences are accentuated in one-room libraries (non-segregated according to age or interest group).

The programs, services, and collections offered by the library are certainly a factor facilitating usage, (particularly with other libraries from which to choose with better services, programs, or collections) although to what extent is difficult to determine, since other factors confound the issue (information dissemination about those programs, services, and collections, for example, and the extent to which other community agencies compete with programs). See table 4 on the following page for desirable collections and services.

One of the most important keys, however, is the attitude or atmosphere eminating from the library. Libraries which have the "don't touch" sign out, have conspicuous "silence" signs around, coupled with dreary, colorless, and uncomfortable surroundings do not lend themselves to exploration. Librarians who flit about with the "I'm busy, don't bother me" look, or who skulk in the stacks with the "I'm watching to see if you pull a no-no" attitude dissuade the searcher. Over-restrictive libraries which set up irreversible rules to "guard" their collections, rather than facilitating the use of the collection add to the deadening or intimidating atmosphere. These factors take on added significance to strangers to the library and do nothing to encourage people to explore, to get excited, or to adventure into new areas. Since women particularly, seem prone to browsing for their reading materials, and can do so in bookstores, this would appear to be acute (we are in the age of self-service; libraries do not appear to have kept up with the trends). Another user group apt to be affected by the atmosphere are the youth used to an active, searching, and social mode of learning (group learning; learning to music; eating or smoking and learning, for example), the youth have different needs to be met in a library.

Table 4

DESIRABLE COLLECTIONS AND SERVICES
(n = 33)

Collection/Service	Desired for Community (number responding)			Desired for Family (number responding)		
	users (16)	non-users (17)	total	users	non-users	total
westerns	3	0	3	0	0	0
mystery	7	3	10	1	2	3
science fiction	4	4	8	2	2	4
fiction	11*	12*	23*	7	6	13
best sellers	15*	15*	30*	5	9*	14
travel	5	4	9	3	2	5
classics	8*	14*	22*	6	3	9
preschool books	11*	10*	21*	4	4	8
elementary books	11*	13*	24*	8*	6	14
secondary books	10*	10*	20*	5	2	7
agricultural reference	7	3	10	0	0	0
business reference	11*	6	17*	5	2	7
hortocultural reference	3	3	6	3	0	3
professional reference	4	6	10	2	4	6
scientific reference	10*	7	17*	5	7	12
mechanical reference	5	5	10	2	1	3
enclylopedia	12*	14*	26*	7	7	14
newspapers	11*	14*	25*	7	4	11
classical records	6	9*	15	4	5	9
popular records	4	1	5	3	2	5
art prints	5	6	11	4	9*	13
films	7	5	12	3	1	4
filmstrips	4	6	10	3	2	5
microforms	1	5	6	1	0	1
tapes	4	2	6	3	0	3
children's magazines	7	7	14	2	5	7
youth magazines	7	12*	19*	2	3	5
men's sport and hobby ms.	7	2	9	2	3	5
women's fashion and hobby ms.	8*	5	13	7	3	10
business magazines	5	5	10	1	3	4
news magazines	13*	14*	27*	7	5	12
film programs	9*	8	17*	3	5	8
book discussions/reviews	1	7	8	2	1	3
telephone reference	4	4	8	3	2	5
art shows	7	3	10	6	6	12
interlibrary loan	10*	5	15	7	1	8
special exhibits	8*	9*	17*	6	7	13

* half or more respondents reached consensus

Table 4 cont.

DESIRABLE COLLECTIONS AND SERVICES
(n = 33)

Collection/Service	Desired for Community (number responding)			Desired for amily (number responding)		
	users (16)	non-users (17)	total	users	non-users	total
reserve system	1	2	3	1	1	2
telephone renewal	5	8	13	2	4	6
book drops	1	4	5	1	2	3
longer hours	5	9	14	4	4	8
story hours	3	14*	17*	2	4	6
film programs	8*	6	14	2	4	6
summer reading programs	7	11*	18*	3	5	8
creative art	9*	7	16	5	5	10
creative dramatics	4	4	8	3	1	4
lecture series	3	5	8	2	3	5

* half or more respondents reached consensus

Even the libraries which have made conspicuous efforts to be friendly and inviting (splashes of color; easy chairs and a fireplace, as well as a more relaxed conversational atmosphere) often do not encourage self help by the use of signs, floor plans, line drawing instructions on how to use the card catalog, or color coded sections to indicate interest areas. The imposition of fines, closed stacks (in Bangor, for example), and short loan periods were factors listed by panelists as inhibiting their use of the library.

The most obvious indication that libraries have a long way to go in considering themselves a public service is in information dissemination. More public relations activity must be assumed by the library. Even among users of the library, there was an incomplete knowledge of what the library offers the user. Any advertising that is done is generally done inside the building, available only to users (and in many cases, even that is missing). A more aware public should influence use patterns.

As far as non-using groups are concerned, there would appear to be no magic formula for non-using groups, but non-use, as mentioned above, would appear to be heavily dependent on many factors. In Poland, for example, teenagers were not users of the library, much to the concern of the panelists. Sanford respondents, on the other hand, pinpointed adults as an underrepresented group in the library. In Bangor, the elderly and/or infirm were discussed at considerable length as underrepresented; low income people were mentioned briefly at two of the four discussion groups. The only agreement reached on use, in fact, was that young children are the heaviest users.

VI EVALUATION OF THEIR OWN PUBLIC LIBRARY

The general consensus in each panel was that the libraries were doing an excellent job, under difficult funding and/or space limitations; that the librarians were excellent in their response to demands which could not be met in the library itself, as well as those that could; and that much was being done to improve, update, and innovate within the libraries. However, with a few exceptions, respondents felt that there was still considerable room for improvement. Although the state library appeared to be fulfilling a critical role in supplying needed information in a very efficient way (there were no complaints about the length of time required for receipt of books and materials from the state library), many felt that the local libraries needed to update and prune their collections in a more systematic way. Many books languished, unused, on the shelves for ten or more years, while scientific or technical books were often out of date and therefore next to worthless.

Such practical space savers as microfilmed reference works were frequently suggested. As mentioned above, respondents felt keenly the need to encourage cooperation among libraries (although, at the same time unwilling to be inconvenienced as a result of it), to facilitate ready access to materials and books, particularly in light of growing problems in securing funding and space for collections and/or meeting rooms. Even among non-users, however, (who tended to be somewhat more critical), most complaints were minor and far outweighed by the praise given to the local libraries and the local librarians. These libraries may fall short of the national standards, but respondents generally considered them well above average.

1. What is a library?

A library is a ____

____

____

2. What should a library do?

____

____

____

3. When you think of your local library, which of the following do you think of? (circle as many as apply):

- gloomy
- happy
- peaceful
- dusty
- unfriendly
- helpful librarians
- students
- quiet
- magazines
- films
- fathers
- inconvenient
- interesting books
- convenient
- noisy
- satisfying
- efficient
- fun
- crabby librarians
- intellectuals
- mothers
- children
- confusing
- friendly

4. Do you have a library card? yes ☐ no ☐

If yes: answer 4a and 4b:

4a. About how many times do you go to the library?

☐ a lot, about once a week (or more)

☐ quite a bit, about once a month

☐ every now and then, maybe six or ten times a year

☐ not very much, maybe once or twice a year

☐ hardly ever use it

4b. Do you pick up books or other materials from the library for others in your home?

yes ☐ no ☐

If no: answer 4c and 4d:

4c. Have you had a library card in the past three years?

yes ☐ no ☐

4d. Do you ever go to the library and just use the books or materials without checking them out?

yes ☐ no ☐

5. Following is a list of items which might be found in your community's library. If the library had a limited budget, which items do you think it should concentrate on to serve the entire community best? (check the appropriate lines)

Recreational Collection

_____ westerns
_____ mystery
_____ science fiction
_____ fiction
_____ best sellers
_____ travel
_____ classics

(continued on the next page)

5. cont.

Children's Books

_____ preschool
_____ elementary
_____ secondary

Informational Books

_____ agricultural
_____ business
_____ hortocultural
_____ professional
_____ scientific
_____ mechanical
_____ encyclopedic

Non Book Materials

_____ newspapers
_____ classical records
_____ popular records
_____ art prints
_____ films
_____ filmstrips
_____ microforms--film, cards, fische, etc.
_____ tapes

Magazines

_____ children's magazines
_____ youth magazines
_____ men's sport and hobby magazines
_____ women's fashion and hobby magazines
_____ business magazines
_____ news magazines

_____ other printed materials (please specify)

____

____

6. Now go back to question 5 and circle those particular areas of interest to your family if the library had a limited budget.

7. What kinds of things would you personally like to see changed in the library? ______________________________

____

____

8. What people do you feel the library does not now serve well?

____

____

____

8a. How do you think they might do so? ______________

____

____

9. Once again, if the library had a limited budget, which of the following services do you think would best serve the entire community. Check those most important.

Library Services

Adults

_____ film programs
_____ book discussions on reviews
_____ telephone reference service
_____ art shows
_____ interlibrary loan
_____ special exhibits
_____ reserve system
_____ telephone renewal
_____ book drops
_____ longer hours open
_____ lecture series
_____ extended summer loans
_____ other (please specify)

____

Children

_____ story hours
_____ film programs
_____ summer reading programs
_____ creative art
_____ creative dramatics
_____ other (please specify)

____

10. Now go back to question 9 and circle those particular areas of interest to your family if the library had a limited budget.

11. Please give the sex and age of each person living at home, including yourself.

Male or Female	Age
______________	_____
______________	_____
______________	_____
______________	_____
______________	_____
______________	_____
______________	_____

12. What is the highest educational level of each adult (over 21) in your family?

	Some HS	Compld HS	Tech., Voc. or Bus. Coll	Some Coll	Compl. College	Grad School
husband	_______	_______	_______	_______	_______	_______
wife	_______	_______	_______	_______	_______	_______
other adults	_______	_______	_______	_______	_______	_______

13. Please check the appropriate line indicating your total annual family income before taxes. Check here if more than one person contributes to this income. ______

under $3,000	_______	$7,000-$9,999	_______
$3,000-$4,999	_______	$10,000-$19,999	_______
$5,000-$6,999	_______	$20,000 and over	_______

APPENDIX B

User Telephone Questionnaire

interviewer initials ___________
time (*circle one*) am aft. eve.
date June ____________________

city (*use code*) ___ ___
(1) (2)

Quest. # 1 ___ ___ ___ ___
(3) (4) (5) (6) (7)

Name of Respondent ______________________________
Address of Respondent ______________________________
Telephone # of Respondent ______________________________

Good (*morning*) (*afternoon*) (*evening*). I am from (*company*). A Governor's Task Force has been set up in the State of Maine to study the library services in Maine. As part of that study we have been commissioned to talk with both users and non-users of public libraries in selected communities in Maine. Your public library has given us a list of people who use the library and your name was one of those chosen to be interviewed in (*give name of town*). Could I ask some questions about your use of libraries please? It will take about 15 minutes.

Read: Throughout this questionnaire I want you to be thinking of your local public library or its branches only. (*name the library*)

1. Do you have a library card? *(check one)*

(8) _____1 yes
_____2 no
_____3 don't know

2–3 -- *thank respondent and terminate interview*

2. Do other members of your family have library cards? *(check one)*

(9) _____1 yes -- *go to 2a*
_____2 no
_____3 don't know

2–3 *go to 3*

2a. *(If yes to question 2:)* What are their ages? *(indicate the number in each category)*

(10) _____1 less than 6 years old
(11) _____2 6-12 years old
(12) _____3 13-20 years old
(13) _____4 21-30 years old
(14) _____5 31-40 years old
(15) _____6 41-50 years old
(16) _____7 51-60 years old
(17) _____8 61 years old or over

3. How many times a month do you go to the library? *(check one)*

(18) _____1 less than once a month -- *go to 3a*
_____2 1-2 times/month
_____3 3-4 times/month
_____4 5 or more times/month

2–4 -- *go to 4*

3a. *(If respondent goes to the library less than once a month)*
How often do you go a year? *(check one)*

(19) _____1 less than once/year
_____2 1-2 times/year
_____3 3-4 times/year
_____4 5-6 times/year
_____5 more than 6 times/year

4. Do you generally go to the public library by yourself or do you go with your children or with someone else? *(check one)*

(20) _____1 by myself
_____2 with only children
_____3 with someone else
_____4 by myself but meet someone there
_____5 it varies, don't know

5. Do you ever pick up books, materials, or equipment from the public library for people other than yourself? *(check one)*

(21) _____1 yes -- *go to 5a*
_____2 no -- *go to 6*

5a. *(If yes to question 5:)* Do they select what they want themselves or do you do the selecting? *(check one)*

(22) _____1 they select what they want
_____2 I pick them out
_____3 the librarian selects
_____4 it varies, depends on person

6. Now, thinking in terms of how you generally use the public library:

- Do you usually go to the library with a book in mind which you want, or do you usually browse for a book at the library? *(check one)*

(23) _____1 title in mind
_____2 browse
_____3 half and half
_____4 don't know, it varies
_____5 other *(specify)* _______________

- Do you usually know where in the library the item is which you want or do you have to look it up in the card catalog or ask a librarian? *(check one)*

(24) _____1 I usually know where it is
_____2 I generally look it up in card catalog
_____3 I generally ask a librarian
_____4 I usually just like to browse
_____5 It varies, don't know

continued on the next page

- Do you generally go to the library for your own personal enjoyment, do you go to take your children, or do you go for business or school-related purposes? *(check one)*

(25) _____1 personal
_____2 business/school
_____3 to take my children
_____4 don't know, it varies
_____5 other *(specify)* _____________

- When you are browsing around the library, does the librarian ever ask if you need help? *(check one)*

(26) _____1 yes
_____2 no
_____3 I don't browse
_____4 other *(specify)* _____________

- Do you usually use the books, equipment or materials at the library or take them home? *(check one)*

(27) _____1 use there
_____2 take home
_____3 half and half
_____4 don't know, it varies

7. Other than your local public library, are you within 25 or 30 miles of any of the following types of libraries? *(read the list and check yes or no under 7 for each below)*

7a. *(Ask of those having one or more)* Have you used any of these in the past year? *(check yes or no under 7a for each below)*

		7. Within 25-30 miles?				7a. Used within year?	
		Yes	No	Don't know		Yes	No
another public library	*(28)*	1	2	3	*(29)*	1	2
a state library	*(30)*	1	2	3	*(31)*	1	2
an elementary school library	*(32)*	1	2	3	*(33)*	1	2
a special or company library	*(34)*	1	2	3	*(35)*	1	2
a bookmobile service	*(36)*	1	2	3	*(37)*	1	2
a college/university library	*(38)*	1	2	3	*(39)*	1	2
a graduate school library	*(40)*	1	2	3	*(41)*	1	2
a secondary school library	*(42)*	1	2	3	*(43)*	1	2
a branch library	*(44)*	1	2	3	*(45)*	1	2
other *(specify)* __________	*(46)*	1	2	3	*(47)*	1	2

8. As far as you know, in addition to loaning books and so forth, what kinds of special programs does your local public library offer? *(do not read the list, but circle 1 for each one the respondent gives)* Are there any programs which the library does not offer which you would like to have? *(circle 2 for each one the respondent gives)*

		Library Has	Would Like
none	(48)	1	2
children's story hours	(49)	1	2
art exhibits	(50)	1	2
film showings	(51)	1	2
arts/crafts lessons	(52)	1	2
creative dramatics	(53)	1	2
lectures/talks on various topics	(54)	1	2
book discussions on reviews	(55)	1	2
special exhibits	(56)	1	2
summer reading programs	(57)	1	2
other *(specify)* ______________	(58)	1	2
______________________	(59)	1	2
______________________	(60)		
don't know	(61)		

9. Now, thinking in terms of your local public library, is it? *(read and check one for each line.)*

			Neither, both, don't know
(62)	___1 empty	___2 busy	___3
(63)	___1 efficient	___2 inefficient	___3
(64)	___1 easy to get to	___2 hard to get to	___3
(65)	___1 confusing, hard to find things	___2 well organized	___3
(66)	___1 gloomy, depressing	___2 pleasant, cheerful	___3
(67)	___1 quiet,	___2 noisy	___3
(68)	___1 dull, boring	___2 exciting, creative	___3
(69)	___1 clean	___2 musty, dusty	___3
(70)	___1 well lighted	___2 poorly lighted	___3
(71)	___1 uncomfortable for sitting	___2 comfortable for sitting	___3
(72)	___1 unfriendly with crabby librarians	___2 friendly with helpful librarians	___3
(73)	___1 easy to get what you want	___2 hard to get what you want	___3
(74)	___1 intimidating	___2 encouraging	___3
(75)	___1 youth-oriented	___2 stuffy, stodgey	___3
(76)	___1 restrictive, over-regulated	___2 free and easy-going	___3

Card ① (*Col. 80*)

City code
(*1*) (*2*)

Quest. #
(*3*) (*4*) (*5*) (*6*) (*7*)

10. I'm going to read a list of services provided by some libraries. Does your local public library offer any of the following services? (*read list and circle yes or no under 10 below for each*)

10a. Are there any services which your local public library doesn't offer which you would like to have? (*circle yes or no under 10a below for each*)

	10. Library have?				10a. Would like?		
		Yes	No	Don't Know		Yes	No
telephone book renewal	(*8*)	1	2	3	(*9*)	1	2
book delivery to shut-ins	(*10*)	1	2	3	(*11*)	1	2
telephone reference service	(*12*)	1	2	3	(*13*)	1	2
interlibrary loans	(*14*)	1	2	3	(*15*)	1	2
photocopier to copy pages	(*16*)	1	2	3	(*17*)	1	2
bookmobile service	(*18*)	1	2	3	(*19*)	1	2
microfilmed newspapers, etc.	(*20*)	1	2	3	(*21*)	1	2
extended loans for vacationers	(*22*)	1	2	3	(*23*)	1	2
book, reading list on selected topics	(*24*)	1	2	3	(*25*)	1	2
book slot for returning books when the library is closed	(*26*)	1	2	3	(*27*)	1	2
WATS line (Wide Area Telephone Service) to state library	(*28*)	1	2	3	(*29*)	1	2
system whereby users can "reserve" a book (like a waiting list)	(*30*)	1	2	3	(*31*)	1	2
lounge equipped with a TV set	(*32*)	1	2	3	(*33*)	1	2
listening room for records	(*34*)	1	2	3	(*35*)	1	2
other (*specify*) ____________	(*36*)	1	2	3	(*37*)	1	2
____________	(*38*)	1	2	3	(*39*)	1	2

11. People differ quite a bit as to why they do not use the public library. What would you say are some of the major reasons why some people don't use their local public library? (*probe*)

____ (40)

____ (41)

____ (42)

____

12. Which of the following loan services does your library have? (*read list and circle yes or no under 12 below for each*) Are there any you don't have that you would like to have? (*circle yes or no under 12a below*)

		12. Library have?				12a. Would like?	
		Yes	No	Don't Know		Yes	No
camera loans	(43)	1	2	3	(44)	1	2
record loans	(45)	1	2	3	(46)	1	2
framed art reproduction loans	(47)	1	2	3	(48)	1	2
film loans	(49)	1	2	3	(50)	1	2
TV camera loans	(51)	1	2	3	(52)	1	2
tape recorder loans	(53)	1	2	3	(54)	1	2
other (*specify*) ____________	(55)	1	2	3	(56)	1	2
____________________	(57)	1	2	3	(58)	1	2

13. Is there a store in your town which sells **hardcover** books? *(check one)*

(59) _____1 yes -- *go to 14*
_____2 no -- *go to 13a*

13a. *(If no to question 13:)* Is there a store in your town which sells paperback books? *(check one)*

(60) _____1 yes
_____2 no

14. Is a daily newspaper delivered to your home? *(check one)*

(61) _____1 yes
_____2 no

15. Are any magazines delivered to your home? *(check one)*

(62) _____1 yes -- *go to 15a*
_____2 no -- *go to 16*

15a. *(If yes to question 15:)* Approximately how many? *(circle number)*

(63) 1 2 3 4 5 6 7 8 9 or more

16. Do you personally belong to a book club, like Book of the Month or Literary Guild, at the present time? *(check one)*

(64) _____1 yes -- *go to 17*
_____2 no -- *go to 16a*

16a. *(If no to question 16:)* Have you ever belonged to a book club? *(check one)*

(65) _____1 yes
_____2 no

card ② *(col. 80)*

City code

(1) (2)

Quest. # 1
(3) (4) (5) (6) (7

17. Please give me your age (*circle, with respondents' sex on line one*). Now, please give me the sex (male or female) and age of each family member living at home (*circle on succeeding lines*).

		Sex (*circle one*)			Age (*circle one*)							
		M	F		1-6	6-12	13-20	21-30	31-40	41-50	51-60	61+
respondent	(8)	1	1	(9)	1	2	3	4	5	6	7	8
	(10)	1	2	(11)	1	2	3	4	5	6	7	8
	(12)	1	2	(13)	1	2	3	4	5	6	7	8
	(14)	1	2	(15)	1	2	3	4	5	6	7	8
	(16)	1	2	(17)	1	2	3	4	5	6	7	8
	(18)	1	2	(19)	1	2	3	4	5	6	7	8
	(20)	1	2	(21)	1	2	3	4	5	6	7	8
	(22)	1	2	(23)	1	2	3	4	5	6	7	8
	(24)	1	2	(25)	1	2	3	4	5	6	7	8
	(26)	1	2	(27)	1	2	3	4	5	6	7	8

18. (*Ask if respondent is an adult*) Are you married? (*check one*)

(28) _____1 yes
_____2 no

19 *(Ask 19a if respondent is a teenager, ask 19b if respondent is an adult).*

19a. *(If respondent is a teenager)* What is the highest education level attained by your mother and father *(circle one for each)*

	Some HS	Compl HS	Voc or Tech Col.	Some Col or Compl Jr. Col	Compl. 4 Yr. Col	Attended Grad School
mother *(29)*	1	2	3	4	5	6
father *(30)*	1	2	3	4	5	6

What are your plans? Do you intend to continue your education after high school?

(31) _____1 yes

_____2 no

_____3 don't know

19b. *(If respondent is an adult)* What is your highest education level attained? *(if appropriate)* your spouse? *(circle one for each)*

	Some HS	Compl HS	Voc or Tech Col.	Some Col or Compl Jr. Col.	Compl. 4 Yr. Col	Attended Grad School
respondent *(32)*	1	2	3	4	5	6
spouse *(33)*	1	2	3	4	5	6

20. For the purposes of analysis we need to know in what category your family income (before taxes) falls. Is it over or under $10,000? (*check one*)

(*34*) _____1 over $10,000 a year -- *go to 20a*
_____2 under $10,000 a year -- *go to 20b*
_____3 don't know
_____4 refused -- *go to 21*

20a. (*If over $10,000*) Is it over or under $15,000? (*check one*)

(*35*) _____1 over $15,000 a year
_____2 under $15,000 a year
_____3 don't know
_____4 refused -*go to 21*

20b (*If under $10,000*) Is it over or under $5,000? (*check one*)

(*36*) _____1 over $5,000 a year
_____2 under $5,000 a year
_____3 don't know
_____4 refused

21. How many people contribute to this family income? (*circle one*)

(*37*) 1 2 3 4 5 or more

22. There is presently a controversy over the kinds of materials and equipment libraries should offer, since libraries have limited funds and space. Some people feel that libraries should offer only printed materials, such as books, magazines, and newspapers, while others feel libraries should use more of their funds and space to offer such things as record players, tape recorders, and movie projectors on loan and should build up collections of records, tapes, and films. What is your feeling? *(read list and check one below)*

(38) _____1 I strongly feel that the library should offer only printed materials

_____2 I somewhat feel that the library should offer only printed materials

_____3 I don't care much one way or the other

_____4 I somewhat feel they should offer other things

_____5 I strongly feel they should offer other things

23. Thank you very much for answering **my** questions. Do you have any comments or suggestions you would like to make?

____ *(39)*

____ *(40)*

____ *(41)*

Card ③ *(Col. 80)*

Non-User Telephone Questionnaire

interviewer initials ____________

time (*circle one*) am aft. eve.

day, date June ____________

city (*use code*), ___ (1) ___ (2)

quest. #

3 (3) ___ (4) ___ (5) ___ (6) ___ (7)

Name of Respondent ________________________________

Address of Respondent ________________________________

Telephone # of Respondent ________________________________

(Ask for party whose quota needs filling: suggest begin with teenagers)

(check respondent here)

adult female	(8)	_____1
adult male		_____2
teenager female		_____3
teenager male		_____4

Good *(morning)* *(afternoon)* *(evening)*. I am from *(company)* A Governor's Task Force has been set up in the state of Maine to study the library services in Maine. As part of that study we have been commissioned to talk to both users and non-users of public libraries in selected communities in Maine. May I ask some questions about your use of libraries? The interview will take about 12-15 minutes.

(Read:) I am going to be asking you about your local public library (*name it*) and whether or not you have a card which allows you to use that library or its branches only.

1. Do you have a library card for your local public library? (*check one*)

(9) _____1 yes -- thank respondent and terminate interview

_____2 no

_____3 don't know

2. Do any other family members have a public library card? (*check one*)

(*10*) _____1 yes (*ask 2a*)

_____2 no

_____3 don't know

go to 3

2a. (*If yes to question 2:*) What are the ages of those having a public library card? (*indicate the number of people who have a card in each age category*)

(*11*) _____ under 6 years old

(*12*) _____ 6-12 years old

(*13*) _____ 13-20 years old

(*14*) _____ 21-30 years old

(*15*) _____ 31-40 years old

(*16*) _____ 41-50 years old

(*17*) _____ 51-60 years old

(*18*) _____ 61 years old or over

3. Have you yourself had a public library card in the past three years? (*check one*)

(*19*) _____1 yes

_____2 no

4. Do you ever go to the public library without checking anything out--just to use the books or materials or to use it as a quiet place to read or study? (*check one*)

(*20*) _____1 yes - (*go to 5*)

_____2 no - (*go to 4a*)

4a. (*If no to question 4:*) Have you ever been to your local public library?

(*21*) _____1 yes

_____2 no

5. In addition to having books and so forth, what kinds of special programs does your local public library offer? (*do not read list but circle 1 for each one that 1 respondent names*) Are there any programs your library does not offer which you would like to have? (*circle 2 for each 1 respondent names*)

		Library has	Would like
(*22*)	none	1	2
(*23*)	children's story hours	1	2
(*24*)	art exhibits	1	2
(*25*)	film showings	1	2
(*26*)	arts/crafts	1	2
(*27*)	creative dramatics	1	2
(*28*)	lectures/talks on various topics	1	2
(*29*)	book discussions or reviews	1	2
(*30*)	special exhibits	1	2
(*31*)	summer reading programs	1	2
(*32*)	other (*specify*) ____________	1	2
(*33*)	____________	1	2
(*34*)	____________	1	2
(*35*)	don't know	1	2

6. People differ quite a bit as to why they do not use the public library. What would you say are some of the major reasons why some people don't use their local public library? You may give reasons why you personally don't use it as well as reasons why others don't use it. (*probe*) ______________________ (*36*)

____ (*37*)

____ (*38*)

____ (*39*)

7. Other than your local public library, are you within 25 or 30 miles of any of the following types of libraries? (*read list to respondent and check yes or no under 7 below for each.*)

> 7a. Have you used any of these in the past year? (*check yes or no under 7a below for each.*)

	7.	Within 25-30 miles?			7a.	Used in Past Year?	
		yes	no	don't know		yes	no
another public library	(*40*)	1	2	3	(*41*)	1	2
a state library	(*42*)	1	2	3	(*43*)	1	2
an elementary school library	(*44*)	1	2	3	(*45*)	1	2
a special or company library	(*46*)	1	2	3	(*47*)	1	2
a bookmobile service	(*48*)	1	2	3	(*49*)	1	2
a college/university library	(*50*)	1	2	3	(*51*)	1	2
a graduate school library	(*52*)	1	2	3	(*53*)	1	2
a secondary school library	(*54*)	1	2	3	(*55*)	1	2
a branch library	(*56*)	1	2	3	(*57*)	1	2
other (*specify*) ____________	(*58*)	1	2	3	(*59*)	1	2

8. Thinking in terms of your local public library is it? (*check one for each*)

			Neither, both, don't know
(60)	___1 empty	___2 busy	___3
(61)	___1 efficient	___2 inefficient	___3
(62)	___1 easy to get to	___2 hard to get to	___3
(63)	___1 confusing (hard to find things)	___2 well organized	___3
(64)	___1 gloomy, depressing	___2 pleasant, cheerful	___3
(65)	___1 quiet, peaceful	___2 noisy	___3
(66)	___1 dull, boring	___2 exciting, creative	___3
(67)	___1 clean	___2 dusty, musty	___3
(68)	___1 well lighted	___2 poorly lighted	___3
(69)	___1 uncomfortable for sitting	___2 comfortable for sitting	___3
(70)	___1 unfriendly with crabby librarians	___2 friendly with helpful librarians	___3
(71)	___1 easy to get what you want	___2 hard to get what you want	___3
(72)	___1 intimidating	___2 encouraging	___3
(73)	___1 youth oriented	___2 stuffy - stodgey	___3
(74)	___1 restrictive, over-regulated	___2 free and easy going	___3

Card (1) (Col. 80)

City Code ___ (1) ___ (2)

Quest. # 3 (3) ___ (4) ___ (5) ___ (6) ___ (7)

9. Thinking for just a moment, are there any changes you would like to see in your local public library which would cause you to use it more often? *(check one)*

(8) _____1 yes -- *(go to 9a)*
_____2 no -- *(go to 10)*

9a. *(If yes to question* 9:) What are those changes? *(probe)*
_____________________________________ (9)
_____________________________________ (10)
_____________________________________ (11)

10. Is there a store in your town which sells hard cover books?

(12) _____1 yes -- *(go to 11)*
_____2 no --
_____3 don't know
(go to 10a)

10a. *(If no to question* 10:) Is there a store in your town which sells paperback books?

(13) _____1 yes
_____2 no
_____3 don't know

11. Is a daily newspaper delivered to your home? *(check one)*

(14) _____1 yes
_____2 no

12. Are any magazines delivered to your home? *(check one)*

(15) _____1 yes -- *(go to 12a)*
_____2 no -- *(go to 13)*

12a. *(If yes to question* 12:) Approximately how many? *(circle one)*

(16) 1 2 3 4 5 6 7 8 9 or more

13. Do you personally belong to a book club like the Book of the Month or Literary Guild at the present time? *(check one)*

(*17*) _____1 yes -- (*go to 14*)

_____2 no -- (*go to 13a*)

13a. (*If no to question* 13:) Have you ever belonged to a book club? (*check one*)

(*18*) _____1 yes

_____2 no

14. Please give me your age (*circle, with sex, on first line below*). Now, please give me the age and sex (male or female) of all members of your family living at home (*circle on succeeding lines below*).

		Sex (*circle one*)			Age (*circle one for each line*)							
		M	F		1-6	6-12	13-20	21-30	31-40	41-50	51-60	61+
respondent	(*19*)	1	2	(*20*)	1	2	3	4	5	6	7	8
	(*21*)	1	2	(*22*)	1	2	3	4	5	6	7	8
	(*23*)	1	2	(*24*)	1	2	3	4	5	6	7	8
	(*25*)	1	2	(*26*)	1	2	3	4	5	6	7	8
	(*27*)	1	2	(*28*)	1	2	3	4	5	6	7	8
	(*29*)	1	2	(*30*)	1	2	3	4	5	6	7	8
	(*31*)	1	2	(*32*)	1	2	3	4	5	6	7	8
	(*33*)	1	2	(*34*)	1	2	3	4	5	6	7	8

15. (*Ask if respondent is an adult*) Are you married? (*check one*)

(35) _____1 yes

_____2 no

16. *(Ask 16a if respondent is a teenager. Ask 16b if respondent is an adult).*

16a. *(If respondent is a teenager)* Please give the highest level of education attained by your mother and father *(circle one for each line below).*

		Some HS	Compl. HS	Voc or Tech Col	Some Col Compl. Jr. Col	Compl 4 yr Col	Attended grad. school
mother	*(36)*	1	2	3	4	5	6
father	*(37)*	1	2	3	4	5	6

What about your plans. Do you plan to go on to school after high school? *(circle one)*

(38) _____1 yes

_____2 no

_____3 don't know

16b. *(If respondent is an adult)* Please give the highest level of education you *(if appropriate)* and your spouse have attained.

		Some HS	Compl. HS	Voc or Tech Col	Some Col Compl. Jr. Col	Compl 4 yr Col.	Attended grad school
respondent	*(39)*	1	2	3	4	5	6
spouse	*(40)*	1	2	3	4	5	6

17. For background analysis, we need to know what overall category of family income your family is in. Is your family income (before taxes) over or under $10,000 a year? *(check one)*

(41) _____1 over $10,000 -- *(go to 17a)*

_____2 under $10,000 - *(go to 17b)*

_____3 don't know

_____4 refused

go to 18

17a. *(If income over $10,000)* Is it over or under $15,000 a year *(check one)*

(42) _____1 over $15,000

_____2 under $15,000

_____3 don't know

_____4 refused

go to 18

continued on next page

17b. *(If income under $10,000)* Is it over or under $5,000 a year? *(check one)*

(43) _____1 over $5,000

_____2 under $5,000

_____3 don't know

_____4 refused

18. How many people contribute to this family income? *(circle one)*

(44) 1 2 3 4 5 or more

19. There is presently a controversy over the kinds of materials and equipment libraries should offer, since libraries have limited funds and space. Some poeple feel that libraries should offer only printed materials, such as books, magazines, and newspapers, while others feel libraries should use more of their funds and space to offer such things as record players, tape recorders, and movie projectors on loan and should build up collections of records, tapes, and films. What is your feeling? *(read list and check one below)*

(45) _____1 I strongly feel that the library should offer only printed materials

_____2 I somewhat feel that the library should offer only printed materials

_____3 I don't care much one way or the other

_____4 I somewhat feel they should offer other things

_____5 I strongly feel they should offer other things

20. Thank you very much for answering my questions. Do you have any comments or suggestions you would like to make?

____ (46)

____ (47)

____ (48)

Card (2) *(Col. 80)*

Bookmobile Questionnaire

interviewer initials ________

time (*circle one*) am aft. eve.

date June __________________

city (*use code*) ___ ___
(1) (2)

Quest. # ___ ___ ___ ___ ___
(3) (4) (5) (6) (7)

Name of Respondent ____

Address of Respondent ______________________________________

Telephone # of Respondent ___________________________________

Good (*morning*) (*afternoon*) (*evening*). I am from (*company*). A Governor's Task Force has been set up in the state of Maine to study the library services in Maine. As part of that study we have been commissioned to talk with both users and non-users of public libraries in selected communities in Maine. Your community has been chosen as one which, although it does not have a library, has bookmobile service. May I ask you some questions? It should take about 10-12 minutes?

1. Do you have a library card which allows you to take books or materials on loan from the bookmobile? *(please check one)*

(*8*) _____1 yes

_____2 no

2. Do other members of your family have library cards allowing them to take books or materials from the bookmobile? *(please check one)*

(*9*) _____1 yes -- *go to 2a*

_____2 no -- *go to 3*

2a. *(If other members have cards)* What are their ages? *(please indicate the number in each category)*

(*10*) _____ less than 6 years old

(*11*) _____ 6-12 years old

(*12*) _____ 13-20 years old

(*13*) _____ 21-30 years old

(*14*) _____ 31-40 years old

(*15*) _____ 41-50 years old

(*16*) _____ 51-60 years old

(*17*) _____ 61 years old or older

3. How often does the bookmobile visit this town? *(please check one)*

(*18*) _____1 once a week

_____2 every two weeks

_____3 every three weeks

_____4 every four weeks (once a month)

_____5 every five weeks

_____6 less than 10 times a year

_____7 don't know

4. How often do you use the bookmobile? *(please check one)*

(19) _____1 every time it comes
_____2 about every other time it comes
_____3 about every 3-4 times it comes
_____4 only a few times a year
go to 5, 6
_____5 rarely, if ever -- *skip to 7*

5. *(If use bookmobile a few times a year or more)* Do you generally go to the bookmobile with a book or magazine in mind, or do you usually see something there you would like to take out? *(please check one)*

(20) _____1 I generally have a book or magazine in mind
_____2 I usually see something there
_____3 I do both about equally
_____4 The librarian often shows me something I'm interested in
_____5 It varies, I don't go often enough to judge

6. *(If use bookmobile a few times a year or more)* Do you generally go to the bookmobile for personal entertainment to bring your children or do you usuaoly go for business or school-related reasons? *(please check one)*

(21) _____1 I generally go for personal entertainment
_____2 I usually go for business or school-related reasons
_____3 I bring my children
_____4 It varies; I don't go often enough to judge
_____5 other *(please specify)* ____________
____

7. Do you ever take books or materials out for someone other than yourself? *(please check one)*

(22) _____1 yes -- *go to 7a*

_____2 no -- *go to 8*

7a. *(If take books out for others)* Do they select the books they want, or do you? *(please check one)*

(23) _____1 they select the books

_____2 I select the books

_____3 the librarian suggests them

_____4 it varies

8. To the best of your knowledge are any of the following libraries within 25-30 miles of this town? *(please read the list below and circle yes or no under 8 below for each one)* Have you used any of those which are within 25-30 miles in the past year? *(please circle yes or no under 8a below for each one within 25-30 miles)*

	8. Within 25-30 miles?				8a. Used in past year		
		Yes	No	DK		Yes	No
a public library	(24)	1	2	3	(25)	1	2
a state library	(26)	1	2	3	(27)	1	2
a public school library	(28)	1	2	3	(29)	1	2
a special or company library	(30)	1	2	3	(31)	1	2
a college/university library	(32)	1	2	3	(33)	1	2
other *(please specify)* _______________	(34)	1	2	3	(35)	1	2

9. People differ quite a bit as to why they do not use public libraries (or bookmobiles). What would you say are some of the major reasons why some people don't use them? You can include any personal reasons you might have for not using the library more.

____ (36)

____ (37)

____ (38)

10. Are you satisfied with the books, materials and services available through the bookmobile, or do you think improvements could be made? *(please check one)*

(39) _____1 yes, I am satisfied -- *go to 11*

_____2 I would like to see improvements -- *go to 10a*

_____3 I don't use it often enough to judge -- *go to 11*

10a. *(If would like to see improvements)* What, specifically, would you like to see changed, added or improved in the bookmobile?

_______________________________ (40)

_______________________________ (41)

_______________________________ (42)

_______________________________ (43)

11. Is there a store in this town which sells hardcover books? *(please check one)*

(44) _____1 yes -- *go to 12*

_____2 no -- *go to 11a*

_____3 I don't know -- *go to 11a*

11a. *(If there is no store)* Is there a store here which sells paperback books? *(please check one)*

(45) _____1 yes

_____2 no

_____3 I don't know

12. Is a daily newspaper delivered to your home? *(please check one)*

(46) _____1 yes

_____2 no

13. Are any magazines delivered to your home? *(please check one)*

(47) _____1 yes -- *go to 13a*

_____2 no -- *go to 14*

13a. *(If receive magazines)* Approximately how many are delivered to your home? *(please circle number)*

(48)	1	2	3	4	5	6	7	8	9	or more

14. Do you belong to a book club like the Book of the Month Blub or the Literary Guild at the present time? *(please check one)*

(49) _____1 yes -- *go to 15*

_____2 no -- *go to 14a*

14a. *(If don't belong to a book club)* Have you ever belonged to a book club? *(please check one)*

(50) _____1 yes

_____2 no

15. Please give your age *(circle, with sex on line one)* Now please give the sex *(male or female)* and age of each family member living at home *(circle on succeeding lines)*

		Sex						Age				
		(circle one)						*(circle one)*				
		M	F		1-6	6-12	13-20	21-30	31-40	41-50	51-60	61+
respondent	(51)	1	2	(52)	1	2	33	4	5	6	7	8
	(53)	1	2	(54)	1	2	3	4	5	6	7	8
	(55)	1	2	(56)	1	2	3	4	5	6	7	8
	(57)	1	2	(58)	1	2	3	4	5	6	7	8
	(59)	1	2	(60)	1	2	3	4	5	6	7	8
	(61)	1	2	(62)	1	2	3	4	5	6	7	8
	(63)	1	2	(64)	1	2	3	4	5	6	7	8
	(65)	1	2	(66)	1	2	3	4	5	6	7	8
	(67)	1	2	(68)	1	2	3	4	5	6	7	8
	(69)	1	2	(70)	1	2	3	4	55	66	7	8

16. (*If an adult*) Are you married? (*please check one*)

(71) _____1 yes

_____2 no

17. Aside from summer vacation, are you currently in school? (*please check one*)

(72) _____1 yes -- *go to 18*

_____2 no -- *go to 17a*

17a. (*If not currently in school*) What was the highest level of education attained by you? (*please check one*)

(73) _____1 some high school

_____2 completed high school

_____3 vocational or technical college

_____4 some college or completed jr. college

_____5 completed four-year college

_____6 attended or completed graduate school

18. For the purposes of analysis, can you give your annual family income please? (*read list and check response*)

(74) _____1 under $5,000

_____2 $5,000-$9,999

_____3 $10,000-$14,999

_____4 $15,000 or over

_____5 don't know

_____6 refused

19. How many people contribute to this family income? (*please circle one*)

(75) 1 2 3 4 5 or more

20. Thank you very much for answering our questions. Do you have any comments or suggestions you would like to make?

____ (*76*)

____ (*77*)

____ (*78*)

Card (1) (*Col. 80*)

City (code)
(1) (2)

Quest. # 2
(3) (4) (5) (6) (7)

date *June* ____________

1. Do you have a library card for this library? *(please check one)*

(8) _____1 yes

_____2 no

2. Do other members of your family have library cards for this library? *(please check one)*

(9) _____1 yes -- *go to 2a*

_____2 no -- *go to 3*

2a. *(If other members have library cards)* What are their ages? *(Indicate the number having library cards in each category)*

(10) _____1 less than 6 years old

(11) _____2 6-12 years old

(12) _____3 13-20 years old

(13) _____4 21-31 years old

(14) _____5 31-40 years old

(15) _____6 41-50 years old

(16) _____7 51-60 years old

(17) _____8 61 or more years old

3. How many times a month do you come to this library? (*please check one*)

(*18*) _____1 less than once a month -- *go to 3a*

_____2 1-2 times/month

_____3 3-4 times/month -- *go to 4*

_____4 5 or more times/month

3a. (*If you visit this library less than once a month*) How often do you go a year? (*please check one*)

(*19*) _____1 less than once/year

_____2 1-2 times/year

_____3 3-4 times/year

_____4 5-6 times/year

_____5 more than 6 times/year

4. Do you generally come here by yourself or with someone or do you come with your children (*please check one*)

(*20*) _____1 I generally come by myself

_____2 I often come with my children

_____3 I usually come with someone else

_____4 I generally come by myself but meet someone here

_____5 It varies, I don't come often to judge

5. Do you ever pick up other materials or equipment, here for people other than yourself? (*please check one*)

(*21*) _____1 yes -- *go to 5a*

_____2 no -- *go to 6*

5a. (*If you take out books or materials for others*) Do they select the books or materials themselves or do you pick them out? (*please check one*)

(*22*) _____1 they select the books

_____2 I pick them out

_____3 the librarian suggests the books

_____4 it varies

_____5 other (*please specify*)

____

6. (*Now, thinking in terms of how you generally use this library*) Do you usually come here with a book in mind which you want, or do you usually browse for a book when you get here? (*please check one*)

(23) _____1 I have a title in mind

_____2 I usually browse

_____3 It is usually half of one and half of another

_____4 It varies; I don't come often enough to judge

_____5 other (*please specify*)

____

- Do you usually know where in the library to find the item you want, or do you have to look in the card catalog or ask a librarian? (*please check one*)

(24) _____1 I usually know where it is

_____2 I generally look in the card catalog

_____3 I ask a librarian

_____4 I usually browse until I find what interests me

_____5 It varies; I don't come often enough to judge

- Do you generally come to this library for your own personal enjoyment, or do you come to bring your children or do you come for business or school-related purposes? (*please check one*)

(25) _____1 I usually come for personal enjoyment

_____2 I come to bring my children

_____3 I generally come for business/school related matters

_____4 It varies; I don't come often enough to judge

_____5 other (*please specify*)

____

This question continues on the next page.

- While you are browsing, has the librarian ever asked you if she could be of help in finding something for you? *(please check one)*

(26) _____1 yes, frequently

_____2 yes, sometimes

_____3 no

_____4 I don't browse

_____5 I don't come often enough to judge

- Do you usually use the books, equipment or materials here or take them home? *(please check one)*

(27) _____1 I usually use them here

_____2 I generally take them home

_____3 I do both about equally

_____4 It varies; I don't come often enough to judge

This questionnaire continues on the next page

7. Other than this library, are you within 25 or 30 miles of any of the following types of libraries? *(please read the list and circle yes or no for each line under 7 below)*

> *(If you have one or more other libraries within 25-30 miles)*
>
> 7a. Have you used any of these in the past year? *(please check yes or no for each line under 7a below)*

		7. Within 25-30 miles?				7a. Used within yr?	
		Yes	No	Don't Know		Yes	No
another public library	*(28)*	1	2	3	*(29)*	1	2
a state library	*(30)*	1	2	3	*(31)*	1	2
an elementary school library	*(32)*	1	2	3	*(33)*	1	2
a special or company library	*(34)*	1	2	3	*(35)*	1	2
a bookmobile service	*(36)*	1	2	3	*(37)*	1	2
a college/university library	*(38)*	1	2	3	*(39)*	1	2
a graduate school library	*(40)*	1	2	3	*(41)*	1	2
a secondary school library	*(42)*	1	2	3	*(43)*	1	2
a branch library	*(44)*	1	2		*(45)*	1	2
other *(please specify)* ____________________	*(46)*	1	2	3	*(47)*	1	2

8. As far as you know, in addition to loaning books and so forth, what kinds of special programs does this library offer? *(please describe each briefly)* ______________________________ *(48)*

____ *(49)*

____ *(50)*

____ *(51)*

____ *(52)*

____ *(53)*

9. Are there any programs which this library does not have that you would like to have? *(please describe each briefly)*

____ *(54)*

____ *(55)*

____ *(56)*

10. Now, thinking in terms of this library, is it: *(please read list and check one response for each line)*

			Neither, Both, Don't Know
(57)	___1 empty	___2 busy	___3
(58)	___1 efficient	___2 inefficennt	___3
(59)	___1 easy to get to	___2 hard to get to	___3
(60)	___1 confusing (hard to find things)	___2 well organized	___3
(61)	___1 gloomy, depressing	___2 pleasant, cheerful	___3
(62)	___1 quiet, peaceful	___2 noisy	___3
(63)	___1 dull, boring	___2 exicting, creative	___3
(64)	___1 clean	___2 musty, dusty	___3
(65)	___1 well lighted	___2 poorly lighted	___3
(66)	___1 uncomfortable for sitting	___2 comfortable for sitting	___3
(67)	___1 unfriendly, with crabby librarians	___2 friendly, with helpful librarians	___3
(68)	___1 easy to get what you want	___2 hard to get what you want	___3
(69)	___1 intimidating	___2 encouraging	___3
(70)	___1 youth-oriented	___2 stuffy, stodgey	___3
(71)	___1 over-regulated, restrictive	___2 free and easy going	___3

Card ① *(Col 80)*

City Code ___ ___
(1) (2)

Quest. # 2 ___ ___ ___ ___
(3) (4) (5) (6) (7)

This questionnaire is continued on the next page.

11. Listed below are possible services which this library might offer. Please read each and indicate whether or not this library offers that service. If it does not, please indicate whether or not you would like to have that service offered.

	Does this library have?				If it does not would you like it to have?		
		Yes	No	Don't Know		Yes	No
telephone book renewal	(8)	1	2	3	(9)	1	2
framed art reproductions on loan	(10)	1	2	3	(11)	1	2
book delivery to shut-ins	(12)	1	2	3	(13)	1	2
camera loans	(14)	1	2	3	(15)	1	2
telephone reference service	(16)	1	2	3	(17)	1	2
interlibrary loans	(18)	1	2	3	(19)	1	2
photocopier to copy pages, articles	(20)	1	2	3	(21)	1	2
TV camera loans	(22)	1	2	3	(23)	1	2
Bookmobile service	(24)	1	2	3	(25)	1	2
Film loans	(26)	1	2	3	(27)	1	2
microfilmed newspapers, magazines	(28)	1	2	3	(29)	1	2
tape recorder loans	(30)	1	2	3	(31)	1	2
a lounge equipped with a TV set	(32)	1	2	3	(33)	1	2
extended loans for vacationers	(34)	1	2	3	(35)	1	2
listening room for records	(36)	1	2	3	(37)	1	2
book or reading lists on selected topics	(38)	1	2	3	(39)	1	2
rooms for community use and group meetings	(40)	1	2	3	(41)	1	2
record loans	(42)	1	2		(43)	1	2
a book slot for returning books when the library is closed	(44)	1	2	3	(45)	1	2
Wide Area Telephone Service (WATS) line to state library	(46)	1	2	3	(47)	1	2
A system whereby users can "reserve" a book (like a waiting list)	(48)	1	2	3	(49)	1	2
other (*please specify*) ______________	(50)	1	2	3	(51)	1	2
______________________________	(52)	1	2	3	(53)	1	2

12. People differ quite a bit as to why they do not use the public library. What would you say are some of the major reasons why some people don't use this library?

____ (54)

____ (55)

____ (56)

13. Is there a store in this town which sells hardcover books? *(please check one)*

(57) _____1 yes -- *go to 14*
_____2 no
_____3 I don't know -- *go to 13a*

13a: *(If, to your knowledge, there is no store)* Is there a store in this town which sells paperback books? *(please check one)*

(58) _____1 yes
_____2 no
_____3 I don't know

14. Is a daily newspaper delivered to your home? *(please check one)*

(59) _____1 yes
_____2 no

15. Are any magazines delivered to your home? *(please check one)*

(60) _____1 yes -- *go to 15a*
_____2 no -- *go to 16*

15a. *(If magazines are delivered)* Approximately how many?
(Please circle the approximate number)

(61) 1 2 3 4 5 6 7 8 9 or more

16. Do you personally belong to a book like Book of the Month or Literary Guild club at the present time? *(please check one)*

(62) _____1 yes -- *go to 17*
_____2 no -- *go to 16a*

16a. *(If you do not belong to a club)* Have you ever belonged to a book club? *(please check one)*

(63) ____ 1 yes
_____2 no

Card ② *(Col 80)*
City Code [1] [2]
Quest. # 2 [3] [4] [5] [6] [7]

17. Please circle your age and sex (male or female) on the first line below (*opposite the word "respondent"*). On succeeding lines please circle the sex and age of each family member living at home.

		Sex (*circle one*)			Age (*circle one*)							
		M	F		1-6	6-12	13-20	21-30	31-40	41-50	51-60	61+
respondent	*(8)*	1	2	*(9)*	1	2	3	4	5	6	7	8
	(10)	1	2	*(11)*	1	2	3	4	5	6	7	8
	(12)	1	2	*(13)*	1	2	3	4	5	6	7	8
	(14)	1	2	*(15)*	1	2	3	4	5	6	7	8
	(16)	1	2	*(17)*	1	2	3	4	5	6	7	8
	(18)	1	2	*(19)*	1	2	3	4	5	6	7	8
	(20)	1	2	*(21)*	1	2	3	4	5	6	7	8
	(22)	1	2	*(23)*	1	2	3	4	5	6	7	8
	(24)	1	2	*(25)*	1	2	3	4	5	6	7	8
	(26)	1	2	*(27)*	1	2	3	4	5	6	7	8

18. Are you married? (*please check one*)

(28) ____1 yes
____2 no

19. Aside from being on summer vacation, are you currently going to school or college? *(please check one)*

(29) _____1 No, I am not attending school or college -- *go to 19a*

_____2 Yes, I am currently attending junior high school

_____3 Yes, I am currently attending high school

_____4 Yes, I am currently attending college (or a technical or vocational college)

_____5 Yes, I am currently attending graduate school

-- *go to 20*

19a. *(If you are not currently attending school or college)* What is the highest level of education you attained? *(please check one)*

(30) _____1 some high school

_____2 I completed high school

_____3 I attended or completed technical or vocational college

_____4 I attended college or completed a two-year college

_____5 I completed a four-year college

_____6 I attended or completed graduate school

20. For the purposes of analysis we need to know in what category your annual family income (before taxes) falls. Please check the appropriate box below.

(31) _____1 $15,000 or over a year

_____2 $10,000-$14,999 a year

_____3 $5,000-$9,999 a year

_____4 under $5,000 a year

21. How many people contribute to this family income? *(Please circle the appropriate number)*

(32) 1 2 3 4 or more

22. There is presently a controversy over the kinds of materials and equipment libraries should offer, since libraries have limited funds and space. Some people feel that libraries should offer only printed materials, such as books, magazines, and newspapers, while others feel libraries should use more of their funds and space to offer such things as record players, tape recorders, and movie projectors on loan and should build up collections of records, tapes, and films. What is your feeling? *(read list and check one below)*

(33) _____1 I strongly feel that the library should offer only printed materials

_____2 I somewhat feel that the library should offer only printed materials

_____3 I don't care much one way or the other

_____4 I somewhat feel they should offer other things

_____5 I strongly feel they should offer other things

23. Do you have any comments you would like to make?

____ (34)

____ (35)

____ (36)

Card ③ *(Col 80)*

Thank you very much for filling out this questionnaire. Please drop it in the box marked completed questionnaires.

APPENDIX C

THE GOVERNOR'S TASK FORCE TO STUDY LIBRARY SERVICE IN MAINE

OUTLINE FROM WORKSHOP SESSION, WEDNESDAY, AUGUST 19, 1970

GROUP 3: THE CONSULTANTS

We tried to direct our attention toward action alternatives for the Task Force and the kinds of questions which they must answer for the Governor.

1. What Kinds of Legislation are Appropriate?

Our first question was, what kinds of legislation are appropriate, based on both the Arco and ADL reports?

- Facilitating Agency

The setting up of an overall coordinating body seems imperative -- a body which will carry on a continuing process to improve library services.

However, this facilitating agency will be ineffective as long as it can apply no sanctions to the local libraries, so a system of funding tied to specific local library-generated programs should be implemented at the same time.

Funds would also have to be appropriated to sustain the facilitating agency.

2. What Kinds of Cooperation are Appropriate?

We felt that legislation itself, although very important, would not be sufficient in motivating change, but that cooperation must be stimulated to help implement change.

- Community/Library Cooperation

To assure that the library becomes a point of community interest, different age, economic, cultural, and ethnic groups should be involved in the library.

But community involvement alone is not enough -- the library should become involved in the community. Librarians need to be visible in the community as well as in the library.

A system for generating ideas and suggestions, as well as feedback in experiments, needs to be encouraged.

Services, programs, and loans need to be marketed to the public. Marketing is a two-way street. It involves communicating to the public what the library has and finding what the public wants. (People are often unable to articulate the latter -- thus the need for someone, or some group, to generate ideas and the need for feedback as to the success of these ideas.)

- Interlibrary Cooperation

To improve library collections, services and programs with finite funds, personnel and space, interlibrary cooperation appears most cost-effective. There are two possibilities:

- regionalization, where one library (like the state library) becomes the super-library of each region and has the programs, collections and services on hand, with a minimal lead time from order to delivery. The onus is then on the state library, not the local ones, and duplication may not necessarily be prevented locally.

- specialization, where each library chooses the most appropriate area of interest for its collections, services, personnel, and equipment. This can be instituted across library types (with public school, company, university, and other libraries, for example) or between communities (two public libraries, for example).

3. What Market are you Trying to Serve and How do you Justify it?

An understanding of the objectives of the Task Force will aid planning for action. Put forcefully, are the objectives:

- to increase readers/users of the library from present user categories (i.e., high income) OR to expand users of the library from present nonusing categories (i.e., low income, ethnic groups, poor readers)?

- to change the library to satisfy present users and using population OR to change the library to satisfy the nonusing population?

- to make libraries more efficient and cost-effective in terms of resource allocations, collection build-up, etc.?

Combinations are, of course, possible and desirable, but the Task Force will undoubtedly have to justify its focus.

4. Based on the Response to Question 3, what ARE the Task Force Priorities?

What kinds of effects are desirable and which are feasible, given finite time and funds? Some possibilities are listed here for reference:

- Make libraries more like supermarkets (low effort, low cost)
  - easy access to materials (open stacks)
  - directional signs
  - color coding/floor plans
  - friendly librarians (out from desk)
  - understandable card catalogs -- with directions on how to use
  - lighting
  - uncluttered look, where books can be easily distinguished (paper covers intact)
- Make libraries more comfortable, to encourage on-premises use (moderate cost and effort)
  - no Silence, Please signs
  - color, attractive displays
  - easy chairs, fireplace, carpeting
  - smoking, soft music permitted
  - a nonsmoking, silent room; freedom elsewhere
  - plants, animals
  - parking facilities
  - toilet facilities
  - vending machines: hot and cold drinks, candy, cigarettes

- Advertise (moderate cost, high effort)

  - chatty book column in newspaper (radio?) -- new books listed and discussed (Thalassa Cruso and Julia Child style)

  - special weekly comment on reference materials (gardening; mechanics; boating; etc.)

  - reading lists published and circulated on selected topics (Vietnam, politics, etc.)

  - activities and program promotion -- radio, TV, newspapers. Write up special successes (picture of children in story-hour, etc.)

  - book catalogs annually or semi-annually to all "occupants" -- with mail-order cards

  - interesting facts program (radio, TV, newspapers) -- about the town, the state, or question responses from interested people

  - introduction to, and how to use library. School days (encourage teachers); "Bring-a-Friend Day", or "Bring-a-Parent" day

- Weed (moderate cost, high effort)

  - weed old and obsolete patron list (cardholders) every two (large libraries) to four (small libraries) years to eliminate those who have moved or lost interest

  - weed old and obsolete books on a rotating basis with the entire collection examined every five years. If any book has not been used in two-three years and can be obtained through the state library, sell it or discard it.

- Specialize (initial high cost and effort)

  - as mentioned in (2) above

  - facilitate interlibrary loan and cooperative programs and services

- Involve (moderate cost, high effort)

  - interest groups to help in library (weeding and advertising functions)

  - advisory committee comprised of all social, economic, cultural, ethnic, and age groups to participate actively in planning and feedback (self-surveys)

  - libraries in support (timewise, at any rate) of and participating in community projects (library display at art exhibits)

- Innovate (high cost and high initial effort)

  - cooperatively introduce new programs and services (collections): camera loans, record listening facilities, film-making

  - open up one room for community activities and interests. Build complementary collections for groups using the room frequently

  - introduce new media in areas of considerable community interest

- Centralize/Regionalize (very high cost and very high effort -- long term)

  - change and modify current procedures and practices to allow a centralization of libraries in a community (or several communities); one library with branches (in supermarkets, housing projects, senior citizen centers, schools, etc.); enabling legislation for: librarian certification, minimum salary standards, state aid, minimum library standards in other areas

  - regionalize the state library network: top-notch research and historical libraries in several regions, with guaranteed (one-day?) delivery of materials

5. How do you get there from here?

Given objectives and priorities, how can they be implemented effectively? The proposed legislation in (1) will be helpful, but insufficient. Involvement and commitment from the libraries themselves will have to be generated.

CAMBRIDGE,
MASSACHUSETTS

CHICAGO
NEW YORK
SAN FRANCISCO
WASHINGTON
ATHENS
BRUSSELS
CARACAS
LONDON
MEXICO CITY
PARIS
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